

NC Department of Health and Human Services

# **Title X Family Planning Patient Experience Survey**

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# Webinar Objectives



**GOALS OF  
CLIENT-  
CENTERED CARE**



**PROGRAM  
REQUIREMENTS**



**SURVEY  
MEASURES**



**IMPLEMENTATION  
AND REPORTING  
PLAN**

# What are the goals of client-centered contraceptive care?

To meet people's needs as they define them, aligning with their values, preferences, and desires

To recognize and respond to the different perspectives and desires about reproduction

To communicate respect and build trust

# Program Requirements

## Monitor and improve quality of Title X Services

- “Client-centeredness” is encompassed in the Office of Population Affairs’ (OPA) definition of “quality healthcare”
- Efforts to improve client centeredness and experience of care should be included within Title X projects’ efforts to monitor and improve quality

## An opportunity to engage clients in their care

- Active client engagement is encouraged in Title X projects
- Clients are uniquely positioned and qualified to contribute to quality improvement efforts because of their lived experiences with accessing health care

## Provide additional information to inform other Title X Quality Improvement (QI) Activities

- Includes questions to assess specific client-centered care components
- Removes analysis and reporting responsibilities from local level to state level
- Standardized tool to evaluate the patient experience at a local and state level

# Why Performance Measures Matter

Performance measures provide a consistent and accountable approach to assess the delivery of client-centered contraceptive care against recognized standards. They can be used to:



**Evaluate feedback on care experiences.** Learn how responsive an agency is to the patient's individual needs and preferences.



**Drive improvement.** Providers and agencies can make adjustments in care, share successes, and understand their client base better.



**Engage and inform consumers.** Empower clients to make choices, ask questions, and advocate for high quality health care.



**Improve individual outcomes through client-centered care.** Population outcomes may also improve!

# Why Patient Experience Matters for QI

## Studies demonstrate:

- Communication and client-centeredness receive lower ratings than other aspects of family planning quality
- In one study, less than 50% of visits involved asking client preferences about their contraceptive method
- Clients encounter resistance to removing IUDs and implants
- Providers enthusiasm for LARC use in certain populations

*Becker D, et al., "The Quality of Family Planning Services in the United States: Findings from a Literature Review," Perspect. Sex. Reprod. Health 39 (2007); Amico J, et al., "Providing LARC in an Academic Family Medicine Center," Fam Med 47; 9 (2015).*

# Overview of Survey Measures

## Patient Satisfaction

- My visit was easy to schedule
- My visit started on time
- Front desk staff were courteous and respectful
- The method of charges and payment were explained and understood
- My privacy was respected
- Overall, I was satisfied with my visit

## Open-ended Comments

## Clinic Recommendations

## Demographics

# Overview of Survey Measures

## Person-Centered Contraceptive Counseling (PCCC)

- Respecting me as a person
- Letting me say what mattered to me about my birth control method
- Taking my preferences about my birth control seriously
- Giving me enough information to make the best decision about my birth control method

## Satisfaction with Contraceptive Access and Timing

- Did you receive your chosen birth control method? If no, why not?
- Are you satisfied with the timing of when you received or when you will receive your birth control method?

## Patient Experience with Method Decision Making

- How did you decide which birth control method to use?
- Did you ever feel pressure to use or continue a birth control method when you would have preferred another method or no method?



# Implementation Strategies



All non-pregnant family planning patients should be offered survey (available in English/Spanish)



## QR Code

Print the QR code for patients to scan and complete survey on their own device.



## Clinic Device

Provide device (smart phone, tablet or computer) for patient to complete survey after visit in clinic.



## Shared Link

Share the link through text, email or web portal for patient to take on own device.

# Implementation Strategies



Involve all agency staff.



Identify multiple ways to inform patients of survey.



Frame the survey as a way for patients to use their voice in shaping their health care.

# Reporting Plan



## Quarterly Reporting

Count of Surveys Completed  
Question Response Summary Table  
with Percentages  
Open-ended comments



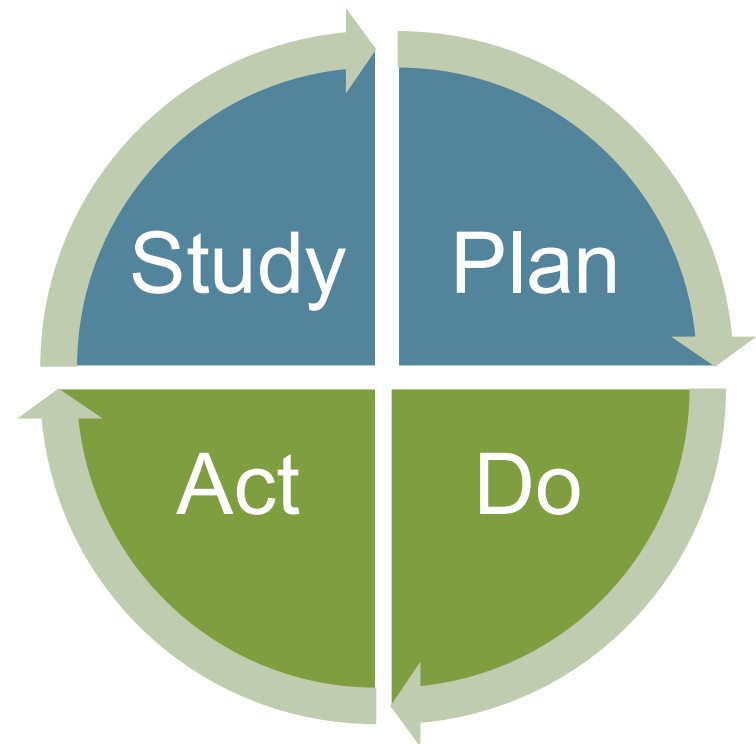
## Annual Reporting

State and Agency Specific Summary  
Calculated PCCC Measure  
Specific Question Highlights  
Tool suggests 50 responses for  
accurate analysis  
Raw data – if needed

# A Tool for Continuous Quality Improvement

Reproductive Health National Training Center (RHNTC) Resources:

- [Patient Experience Toolkit](#)
- [Patient Experience Improvement Plan](#)
- [Using Data to Increase Clinic Efficiency](#)
- [Planning to Improve the Patient Experience](#)



# Next Steps



## Implementation Guide includes

- Summary and Implementation Strategies
- QR Code
- Survey Example
- Survey Direct Link



## Survey Start Date

→ July 1, 2025

## 1<sup>st</sup> County Report

→ October 2025

Contact [Marissa.Peters@dhhs.nc.gov](mailto:Marissa.Peters@dhhs.nc.gov) for survey and reporting technical assistance or your Regional Nurse Consultant for implementation planning.