

# Current State and Assessment Plan: Customer Focus Project

## Customer Focus Current State and Needs Assessment Goals

- Understand current state of customer focus at MDH
  - What efforts currently exist?
  - What are programs doing to engage and understand customers?
  - How are programs utilizing the customer information they do collect?
- Identify what programs need in order to be able to focus on customers
  - What aspects of a customer focus culture do programs have in place?
  - What barriers exist to allow programs to have a customer focused culture?
  - What does MDH need to have in place in order to support a customer focused culture?

## How Data Will Be Collected

The MDH Customer Focus Current State and Needs Assessment data collection two-step process:

1. Customer Focus Environmental Scan (aka assessment tool)  
*This is a checklist containing the components of a customer focus culture, examples of what the components look like in practice, and a Likert scale rating for each component. This will be the pre-work for everyone participating in the focus groups. It has a few purposes: a) to help us understand the current state by asking participants to check specific pieces of customer focus components they do, b) to help understand what components MDH struggles with, and c) to help MDH staff begin to develop an understanding of what customer focus is (i.e. it is more than customer satisfaction surveys).*
2. Focus groups  
*These will be hour long group meetings intending to provide more depth to the environmental scan. Participants will be asked questions about what they are currently doing, what is going well/not well, barriers encountered, how they currently use the customer information they collect, what support they need, etc.*

## Who Provides the Data

Each division's QI team, or other representative body of the division, will be asked to participate in the current state and needs assessment. Smaller offices will be asked to send one representative to participate in a joint focus group.

## What Assistance is Needed

- One to two facilitators to conduct the focus groups
- Two or more note takers to assist with the focus groups

## How Data Will Be Used

The MDH Quality Council will review the current state and needs assessment findings, help prioritize them, and provide guidance on strategies to pursue and project performance measures. The results will determine the project's implementation strategies.

## How Data Will Be Shared

Data will be shared with the Quality council, and via methods outlined in communication plan below.

## Action Plan

- Tool(s) (i.e. CF environmental scan/assessment tool and interview questions) complete by 8/12
- Tool(s) reviewed and finalized by 8/19
- Begin scheduling focus groups by 8/8 (finish by 8/19)
- Identify focus group facilitators and note takers by 8/12
- Interviews conducted Aug/Sept/Oct – hope is to complete them by the end of September, but it will depend on scheduling
- Analyze and summarize/theme assessment results – TBD
- Review assessment results and determine next steps – TBD
- Send thank you cards to all participants – TBD

## General Communication Plan (goes beyond assessment phase)

- Regular project promotion via intranet announcements
- Introduce project – August 2016
- Post-assessment: share data and next steps – Sept/Oct 2016
- Share information about pilot and how to get involved – Oct/Nov 2016
- Share pilot results – Jan/Feb 2017
- Communication plan for implementation will be developed later
- Set-up and maintain SharePoint site – August 2016
- Regular communication with division directors
- MDH QC representatives provide quarterly updates to directors – September 2016, December 2016, March 2017

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