

Effectiveness Study: CAP4Kids Columbus

The impact on healthcare and child social service professionals, and on parents.

SUMMARY

CAP4Kids is an online resource designed for healthcare and social service professionals, as well as parents and care providers in the central Ohio region. The site provides ready access to continuously updated information about a full range of available child social service resources.

To determine its real-world impact on physicians, medical residents, nurses, social service professionals, parents, family members, and others, a survey was conducted among current CAP4Kids website users. The survey was taken during a three month period ending in September 2011, with respondents answering a series of questions online.

The survey garnered 103 user responses among four key user groups:

Parents, family members and care givers	15%
Physicians and medical residents	25%
Nurses, nurse practitioners, and other nursing staff	17%
Social services professionals	29%
Others	4%

The study's findings identified **several significant benefits** stemming from the use of the CAP4Kids site. Highlights of these findings include:

- **Improved knowledge regarding child issues among both professionals and parents/caregivers**
95% of respondents indicated that the site had improved their awareness of new child resources. 85% of professionals believed the site helped in educating parents and families about the conditions and issues relevant to their child.
- **Time savings**
Over 90% of respondents indicated that CAP4Kids saved them time in finding child-related resources and that most of this savings occurred in the workplace.
- **Enhanced access to child social services information resources**
96% of respondents reported that the site made it easier to access community resources, and also reduced the frustration associated with finding such resources.
- **Improved patient/ client care and satisfaction**
96% of child health and social services professionals found that CAP4Kids improved the assistance they give to their patients/ clients, and nearly 9 of 10 respondents indicated that the site helped improve their patients/ clients overall satisfaction with their services.

CAP4Kids is an online resource designed to provide healthcare and social service professionals, as well as parents and care providers in the central Ohio region with ready access to continuously updated information about a full range of available child social services resources.

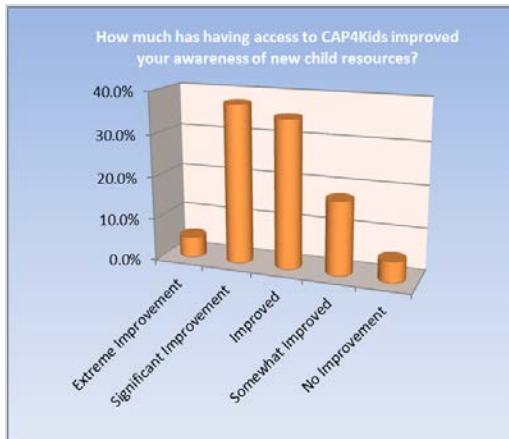
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FINDINGS

Improved Knowledge

Over **70%** of survey respondents, including physicians and other medical professionals, indicated that using the CAP4Kids website had **improved their knowledge** level regarding child issues.



Perhaps even more fundamentally, CAP4Kids was shown to improve the visibility of new child resources among the key constituents who participated in this study. **95%** of respondents indicated that the site had **improved their awareness of new child resources**. Such awareness provides the first vital step toward the use of the most appropriate resources to support children and caregivers. (see chart at left)

Similarly, **educating parents and families** about the conditions and issues relevant to their child is an important task for professionals. The survey revealed that **85%** of professionals believed CAP4Kids helped in this process, irrespective of all the existing resources professionals had at their disposal.

In fact, more than **2/3** of respondents indicated that they typically make use of the site's parent handouts in some manner (see chart below), with over **80%** indicating that they actually **print these materials** at least occasionally.

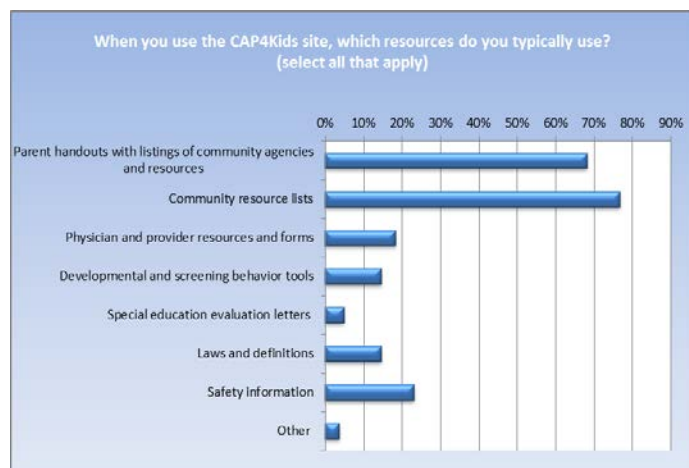
"I feel that CAP4Kids covers most of my needs... for personal use and for... (professional) reference."

Nurse

CAP4Kids' **community resource lists** are its most commonly used feature. On average about **75%** of all respondents indicated that they typically use this capability (see chart at right), while nearly **90%** of parents and family members do so.

Usage of the site's other resources also varied by group in the study. For example:

- 44% of nurses typically use the site's **safety information**
- 22% of parents and family members make use of its **laws and definitions** resources
- 28% of physicians and residents use the site's **physician and provider resources** and forms.



Thus, despite the fact that CAP4Kids primary benefits are its broadly used community resource lists and parent handouts, the site's more specialized resources garner significant use and help to improve the knowledge level of those constituents to whom they are most applicable.

"It is a wonderful resource."

Social Services Professional

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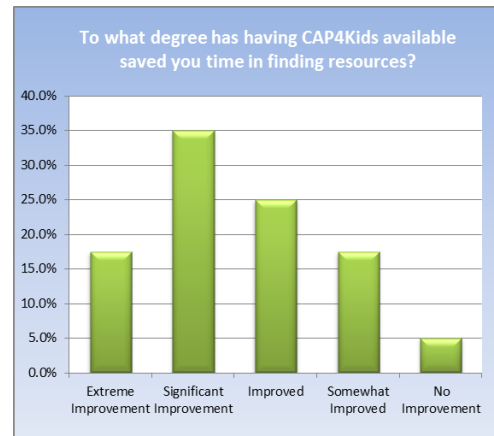
Time Savings

93% of survey respondents indicated that they most often make use of CAP4Kids **while at work**, while over 60% indicated that they use the site at least **several times each month**. As a result, the efficiency with which the site gives users the information they need is key.

Over **90%** of respondents indicated that CAP4Kids **saves them time** in finding child-related resources. More than half indicated that the site had made a “significant” or “extreme” improvement in the time needed to find resources.

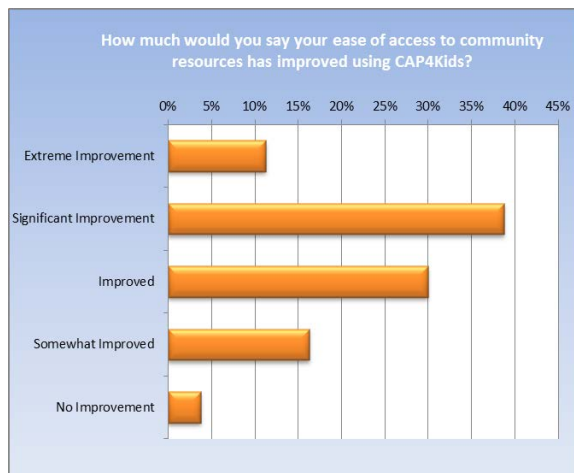
In particular, child health and social services professionals recognized time savings. **89%** of nurses indicated that the time savings they realized had been “significant” or “extreme”, and **94%** of both physicians and social services professionals indicated that the site saved them time overall.

“I think it is easily accessible and has a broad range of services.”
Social Services Professional



Improved Access to Information

Virtually all respondents found it **easier to access community resources** using the site, with **96%** reporting improvement. (see chart below) Nurses experienced a very strong improvement, with 80% indicating that this improvement was “significant” or “extreme”.



Improvements in access to information correlated with similar **reductions in the degree of frustration** which study participants typically experience when attempting to find appropriate resources. Here, **75%** of respondents indicated “improvement”, “significant improvement”, or “extreme improvement”, while another 20% indicating that their frustration level was at least “somewhat” improved by CAP4Kids.

Another way the CAP4Kids website attempts to improve access to information is through a unique translation function that **translates the site into several languages**. Over ¼ of respondents indicated that they made use of this

feature. Medical residents and social service professionals were the most likely respondents to make use of this feature.

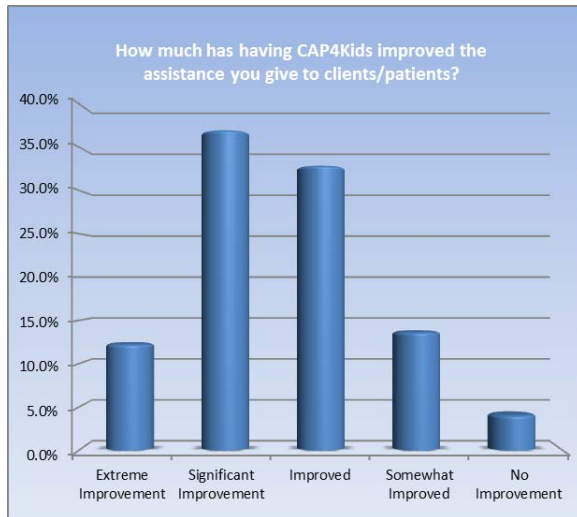
“I really like that the information on the website can be translated to another language for those families that English is their second language.”
Social Services Professional

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Improved Patient/Client Care

Perhaps the most critical measure of success for an information resource used by child health and social services professionals is the degree to which it improves the care that is ultimately delivered to patients or clients.



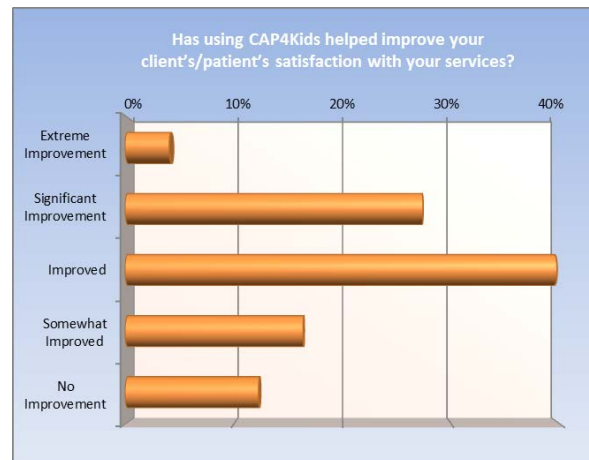
The CAP4Kids study revealed that virtually all (**96%**) of child health and social services professionals found that having the resource had **improved the assistance they give to their patients/ clients**. Fully half of these professionals indicated that the improvement they experienced ranged from “significant” to “extreme”. (see chart at left)

A similar percentage of professionals also found that the site **helped them to increase their patient’s/ client’s awareness of the resources available** to them.

“It’s a wonderful resource!”
Social Services Professional

More broadly, nearly **nine out of ten professionals (87%)** indicated that using CAP4Kids had helped **improve their client’s or patient’s satisfaction** with their services. (see chart at right)

To assess users’ own satisfaction with the CAP4Kids website, survey participants also responded to a specific question asking how likely they were to recommend the site to a friend or colleague. The result yielded a **Net Promoter Score** (a standard measure of customer satisfaction) of **60%**. (By comparison, online search giant Google achieved a Net Promoter Score of 53% during the 2011 Satmetrix Net Promoter Benchmarks Study.)



“Continue to develop and expand the service.”
Physician

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CONCLUSIONS

The findings of this study, conducted among 103 users of the CAP4Kids website, identified several significant benefits to use of the site.

Among the most significant findings were:

- **Improved knowledge regarding child issues among both professionals and parents/caregivers**
95% of respondents indicated that the site had improved their awareness of new child resources. 85% of professionals believed the site helped in educating parents and families about the conditions and issues relevant to their child.
- **Time savings**
Over 90% of respondents indicated that CAP4Kids saved them time in finding child-related resources, and that most of this savings occurred in the workplace.
- **Enhanced access to child social services information resources**
96% of respondents reported that the site made it easier to access community resources, as well as reduced frustration associated with finding such resources.
- **Improved patient/ client care and satisfaction**
96% of child health and social services professionals found that CAP4Kids improved the assistance they give to their patients/ clients, and nearly 9 of 10 respondents indicated that the site helped improve their patients/ clients overall satisfaction with their services.

“Keep up the good work.”

Physician

“It’s Great.”

Social Services Professional