
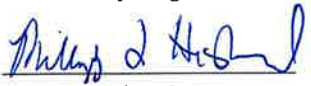


District of Columbia Department of Health <h2>Customer Satisfaction</h2>		PROCEDURE 1128.000 Implementing Office: Center for Policy Planning and Evaluation/Vital Records Division Training Required: Yes Originally Issued: JUN 15 2022 Revised/Reviewed:
Approved by:  LaQuandra S. Nesbitt MD, MPH; Agency Director	Review by Legal Counsel:  Phillip Husband, Esq.; General Counsel	Effective Date: JUN 15 2022 Valid Through Date: JUN 15 2025

I. Authority	Reorganization Plan No. 4 of 1996; Mayor’s Order 1997-42; The Vital Records Modernization Act of 2018, D.C. Law 22-189, D.C. Official Code §7-231.
II. Reason for the Policy	<p>The DC Health Vital Records Division (DCVRD or “the Division”) within the Center for Policy Planning and Evaluation (CPPE) has jurisdiction over District of Columbia birth, death, fetal death, induced termination of pregnancy and domestic partnership records. District laws and regulations establish authority for the Registrar to certify vital records and issue certificates.</p> <p>DCVRD provides an essential service to individuals, families, and data providers (medical facilities, Office of the Chief Medical Examiner (OCME), and funeral home personnel). As such, it is critical that the Division collect feedback from its customers, and leverage that feedback into continuous improvement.</p>
III. Applicability	This document shall apply to all DC Health employees, vendor staff, contract employees, interns, employees of other DC government agencies temporarily assigned to DC Health who are assigned to DCVRD or whose assignment affords access to information in vital documents. These individuals are referred to collectively herein as “employees” or “DCVRD employees.”
IV. Policy Statement	The State Vital Records Registrar (“the Registrar”) is the Program Manager over DCVRD. They are the accountable manager for

	<p>overseeing the collection and aggregation of customer satisfaction data, and the application of that data in process improvement.</p> <p>The Registrar will direct the Customer Service and Customer Operations (CSCO) Unit to develop a customer satisfaction questionnaire designed for members of the public seeking a DCVRD service.</p> <p>The Registrar will direct the Registration and Policy Unit (RPU) to develop a customer satisfaction questionnaire for DCVRD data providers.</p> <p>The Registrar will approve the questionnaires before they may be implemented.</p> <p>The Registrar has the authority to direct a revision of either of the customer service questionnaires at their discretion.</p> <p>The Registrar, in collaboration with the CSCO and RPU Supervisors, will endeavor to ensure that as many customers/data providers as possible have access to provide customer feedback. Examples of guaranteeing access include, but are not limited to:</p> <ol style="list-style-type: none">1. Multiple modalities for response such as a hard copy questionnaire on-site, a questionnaire sent by email, or a questionnaire returned by mail;2. Linguistically relevant access for customers who have limited English proficiency, or no English proficiency (see SOP 250.100 Language Access);3. Accommodation for customers with a disability that may limit their access to the questionnaire, e.g. a visual impairment; <p>In addition to the customer satisfaction questionnaires, the Registrar and the CSCO and RPU Supervisors have the discretion to engage the Office of Communications and Community Relations (OCCR) to collect any available customer feedback from communications channels that office manages such as comments received on social media.</p> <p>The Registrar will designate a DCVRD employee to aggregate all data received from customer satisfaction questionnaires, including</p>
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	<p>relevant trends, and present findings to the Registrar and CSCO and RPU Supervisors no less than quarterly.</p> <p>The Registrar is expected to factor in customer satisfaction data when designing and/or prioritizing process improvement projects for DCVRD.</p> <p>Any employee in violation of any part of this SOP may be subject to commensurate disciplinary action.</p>
<p>IV. Definitions & Acronyms</p>	<p>CPPE- Center for Policy Planning and Evaluation</p> <p>Customer- Any person or organization that receives services from DCVRD.</p> <p>DCVRD- District of Columbia Vital Records Division</p> <p>OCCR- Office of Communications and Community Relations</p> <p>OCME- District of Columbia Office of the Chief Medical Examiner</p> <p>RPU- Registration and Policy Unit</p>
<p>VI. Procedures</p>	<p>Procedure A: Customer Satisfaction Questionnaire Development</p> <ol style="list-style-type: none"> 1. The CSCO Supervisor, or designee, will review recent customer satisfaction data received from customers to determine if new questions should be added, or if existing questions should be revised. The RPU Supervisor will do the same with customer satisfaction data received from data providers. 2. The CSCO/RPU Supervisors, or their designees, will draft each respective questionnaire. 3. The Registrar will approve the questionnaires after requested revisions are complete. 4. The CSCO Supervisor will share the newest version of the questionnaire with the CSCO team. The RPU Supervisor

	<p>will share the newest version of the questionnaire with the CSCO team.</p> <p>5. The CSCO and RPU Units will implement the questionnaires, making them accessible to as many customers and data providers as practicable.</p> <p>Procedure B: Customer Satisfaction Data Aggregation</p> <ol style="list-style-type: none"> 1. The Registrar’s designee will compile all customer satisfaction questionnaires completed since the previous aggregation. 2. The Registrar’s designee will aggregate the data for all questions. 3. The Registrar’s designee will update trendlines with data from the new collection period. 4. The Registrar’s designee will submit the updated reporting to the Registrar and the CSCO/RPU Supervisors.
<p>VII. Contacts</p>	<p>State Vital Records Registrar</p> <p>Customer Service and Certification Operations Unit Supervisor</p> <p>Registration and Policy Unit Supervisor</p>
<p>VIII. Related Documents, Forms and Tools</p>	<p>Customer satisfaction questionnaire</p> <p>SOP 250.100 Language Access</p>