

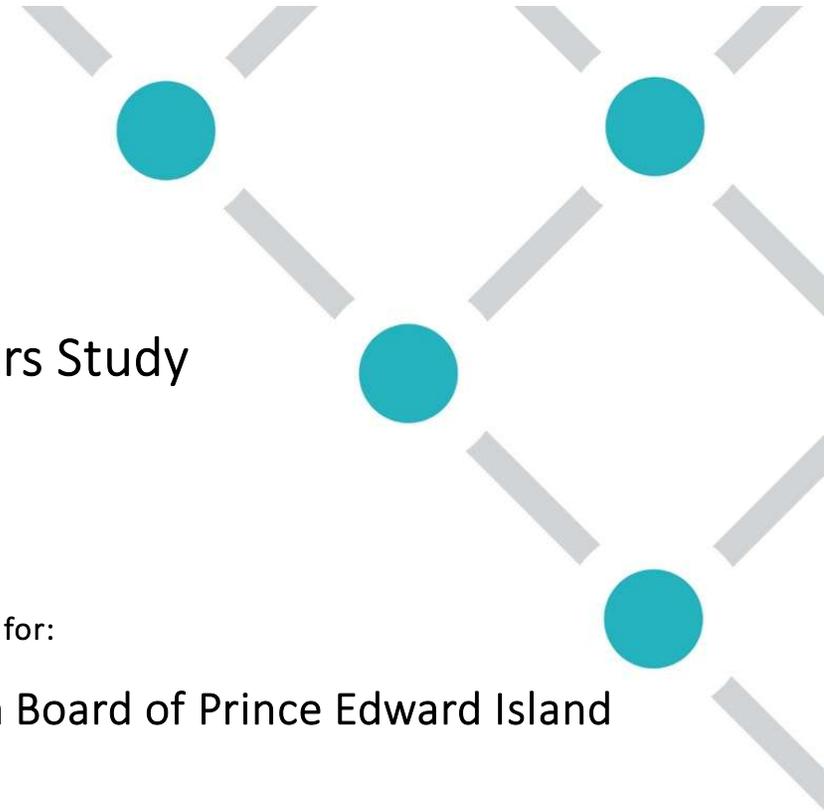
NARRATIVE
RESEARCH

2024 Injured Workers Study

March 2025

Final Summary Report Prepared for:

Workers Compensation Board of Prince Edward Island





Methodology



Mode
Telephone survey



Audience
Injured Worker samples of Temporary Wage Loss (TWL) clients, Medical Aid clients, Extended Wage Loss (EWL) clients, and Pensioners



416 completed surveys



Data Collection Dates
November 5-December 9, 2024



Average Completion Time
14.4 minutes (15.4 minutes in 2022)



Sampling/Administration
The results of the 2024 survey are based on telephone interviews with a sample of 416 injured workers (387 in 2022), with samples of client groups: Temporary Wage Loss (TWL) (161 interviews; 179 in 2022), Medical Aid (190; 150 in 2022), Extended Wage Loss (EWL) (33; 34 in 2022), and Pensioners (32; 24 in 2022)



Weighting
Results were statistically weighted to ensure the results are representative of the true proportions of injured workers by client group (TWL/EWL/Medical Aid, and Pensioners). Such weighting is a common survey research analysis tool



Response Rate
16% (15% in 2022)



Margin of Error
Overall results accurate to within +4.5 percentage points, 19 times out of 20



Notes
Table references presented in the report refer to the detailed banner tables

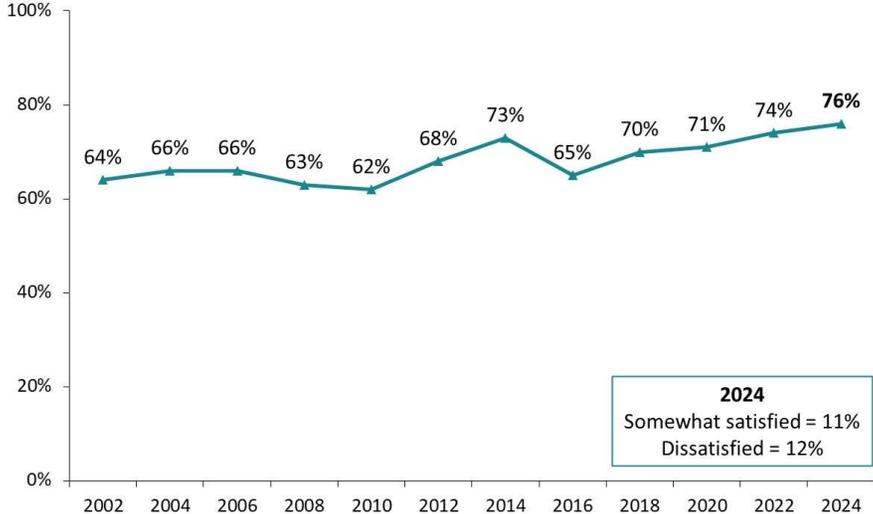


Satisfaction with the WCB

Injured workers' satisfaction with their overall WCB experience has been increasing since 2016.

Overall Satisfaction with WCB Experience

% Completely/Mostly Satisfied



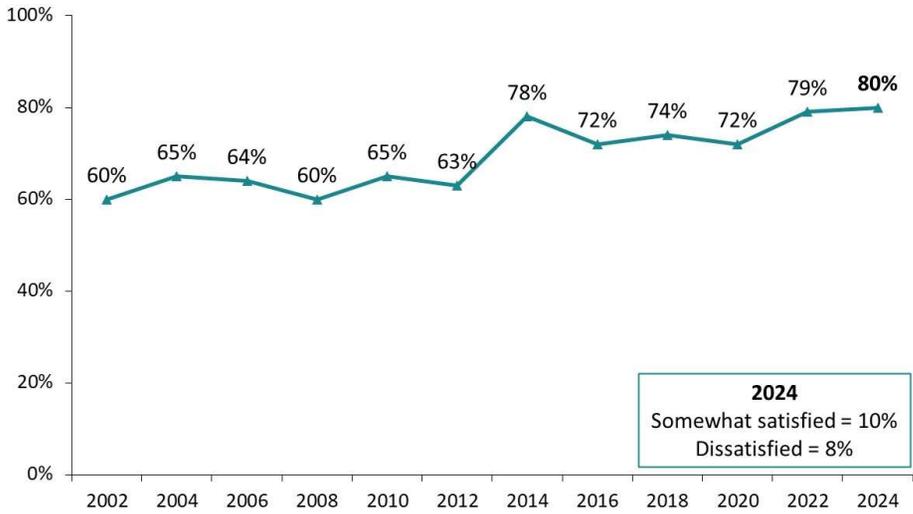
2024
 Somewhat satisfied = 11%
 Dissatisfied = 12%

Q.1: How satisfied are you with your overall experience with the Workers Compensation Board? Are you completely satisfied, mostly satisfied, somewhat satisfied, somewhat dissatisfied, or completely dissatisfied? (n=416)

Continuing its strong trajectory from 2022, satisfaction with the first contact with the WCB remains high and indeed achieves its highest level on record.

Satisfaction with First Contact with the WCB

% Completely/Mostly satisfied



2024
 Somewhat satisfied = 10%
 Dissatisfied = 8%

Q.5: Thinking back for a moment, how satisfied were you with your first contact with the WCB concerning your present claim? Were you completely satisfied, mostly satisfied, somewhat satisfied, somewhat dissatisfied, completely dissatisfied? (n=416)

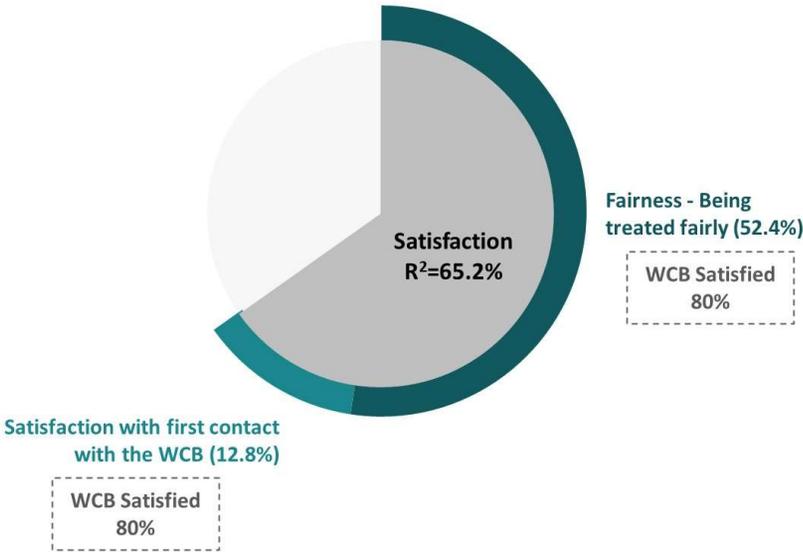


Drivers of Satisfaction with the WCB

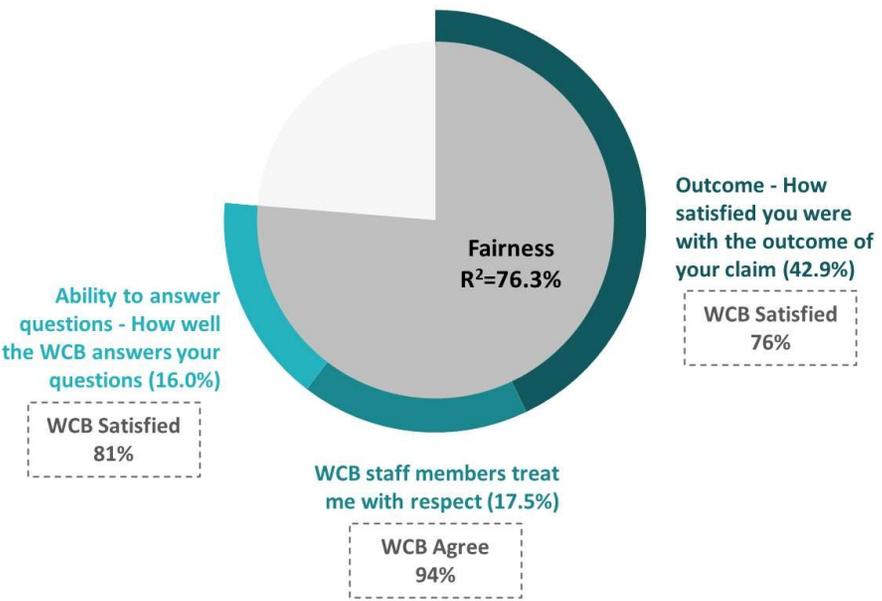
Satisfaction with being treated fairly has emerged as the top 2024 driver of satisfaction with the overall WCB experience.

Claim outcome, respectful treatment, and ability to answer questions are the key drivers of perceived fairness in 2024.

2024 Satisfaction with Overall Experience with WCB



2024 Satisfaction with Fairness





Importance of Factors When Evaluating the WCB

Continuing to drop from 2020 onward, fair treatment remains the most important factor when evaluating the WCB and indeed is the top mention.

Importance of Factors When Evaluating the WCB												
(% Critically Important)												
Factors	2002	2004	2006	2008	2010	2012	2014	2016	2018	2020	2022	2024
Being treated fairly	89%	91%	88%	86%	88%	89%	83%	88%	85%	90%	82%	80%
Satisfaction with outcome of claim	73%	76%	73%	70%	68%	74%	76%	74%	75%	76%	75%	68%
How well your questions were answered	68%	67%	63%	62%	64%	64%	69%	76%	75%	76%	73%	67%
Length of time to get first [2002-2016: cheque/2018-2024: payment]	76%	76%	74%	72%	73%	78%	68%	74%	72%	75%	72%	67%
Politeness of WCB staff	62%	64%	60%	64%	59%	64%	71%	74%	72%	77%	69%	66%
Clarity of letters	66%	64%	63%	62%	60%	66%	69%	74%	68%	74%	69%	66%
Ease of reaching the WCB	52%	54%	54%	57%	50%	54%	63%	69%	69%	76%	69%	61%
Quickness of response from staff	55%	61%	55%	59%	53%	54%	66%	70%	70%	71%	64%	61%
Frequency of contact	36%	44%	39%	42%	40%	43%	41%	51%	52%	53%	46%	47%

Q.9a-i: And would you say each of the following is critically important, important but not critical, not very important, or not at all important in terms of evaluating the service provided by the WCB? (n=416)



Satisfaction with Staff Services

The WCB continues to perform well in terms of specific service-related factors, and ratings for most factors are statistically on-par with 2022 results.

Satisfaction with WCB Staff Services												
(% Completely/Mostly Satisfied)												
Factors	2002	2004	2006	2008	2010	2012	2014	2016	2018	2020	2022	2024
Confidentiality*	n/a	86%	88%	86%	89%							
Politeness	76%	82%	79%	82%	79%	79%	88%	83%	85%	85%	87%	87%
Clarity of letters	73%	74%	72%	76%	73%	72%	83%	79%	80%	75%	82%	85%
Ability to answer questions	67%	67%	66%	71%	69%	74%	80%	72%	76%	77%	80%	81%
Fairness	70%	71%	70%	67%	69%	72%	79%	72%	75%	76%	81%	80%
Promptness	68%	71%	69%	71%	73%	73%	78%	73%	76%	74%	81%	78%
Timeliness*	n/a	70%	71%	79%	76%							
Accessibility	71%	70%	75%	77%	75%	73%	79%	73%	77%	75%	78%	76%
Outcome	66%	66%	65%	62%	60%	65%	72%	66%	68%	69%	76%	76%
Frequency of contact	61%	64%	62%	69%	65%	62%	69%	64%	68%	71%	73%	73%

Q.10a-j: And for each of the following, please tell me whether you are completely satisfied, mostly satisfied, somewhat satisfied, somewhat dissatisfied, or completely dissatisfied with the service you have received from the WCB: (n=416) **New in 2018.*



Gap Analysis

Similar to 2022 results, a gap analysis indicates there is no specific topic or area that presently poses a major concern for the WCB.

A gap analysis allows an organization to identify where differences might exist between *expectations*, on the one hand, and *assessment of performance* vis-à-vis a specific set of service-related factors, on the other hand.

More specifically, the analysis examines the percentage of survey respondents who consider a factor to be critically important, but who do not give the organization a high rating in terms of its performance on that factor.

Ideally, performance gaps should be as small as possible, suggesting that expectations are being met. An important aspect of calculating gap scores is that they allow for a rank ordering of issues that could be addressed by management. Gap scores are the percentage of injured workers who rate a factor as critically important and are not completely or mostly satisfied with the WCB’s performance on that factor.

Higher gap scores indicate greater gaps between expectation and performance and represent areas in which attention could be focused to improve injured workers’ opinions of the WCB.

Gap Analysis (Q.10a-i, n=416)												
Factors	2002	2004	2006	2008	2010	2012	2014	2016	2018	2020	2022	2024
Fairness	27%	26%	26%	29%	28%	25%	17%	24%	21%	19%	15%	15%
Outcome	26%	28%	29%	28%	30%	28%	20%	24%	22%	19%	17%	14%
Timeliness*	n/a	22%	19%	14%	14%							
Accessibility	16%	16%	14%	14%	12%	12%	11%	16%	13%	17%	15%	12%
Ability to answer questions	23%	22%	21%	18%	20%	15%	12%	21%	16%	14%	13%	11%
Frequency of contact	15%	17%	16%	14%	16%	18%	9%	17%	13%	13%	12%	11%
Promptness	18%	17%	16%	18%	14%	14%	12%	19%	16%	16%	11%	11%
Politeness	15%	11%	12%	10%	12%	12%	7%	11%	9%	11%	10%	8%
Clarity of letters	19%	16%	17%	15%	17%	17%	9%	15%	11%	15%	11%	6%

*New in 2018.



General Assessment of the WCB

Injured workers continue to express high levels of agreement that they are treated with respect, and that the WCB understands their needs.

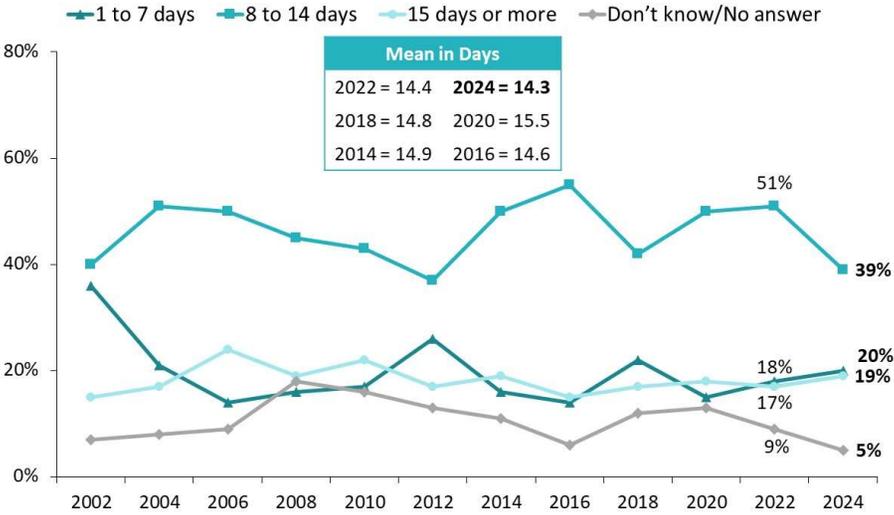
Client Satisfaction with the WCB												
(% Completely/Mostly Agree)												
Factors	2002	2004	2006	2008	2010	2012	2014	2016	2018	2020	2022	2024
Treated with respect	84%	90%	85%	86%	88%	88%	95%	88%	90%	92%	91%	94%
Understanding of needs	66%	74%	73%	71%	76%	74%	81%	74%	80%	82%	82%	83%
Q.12a,b: I will now read you two statements and in each case would like to know if you completely agree, mostly agree, mostly disagree or completely disagree? (n=416)												



WCB Benefits

Injured workers have varying opinions on how quickly they should receive their first compensation payment following an injury, with the average timeframe being 14 days.

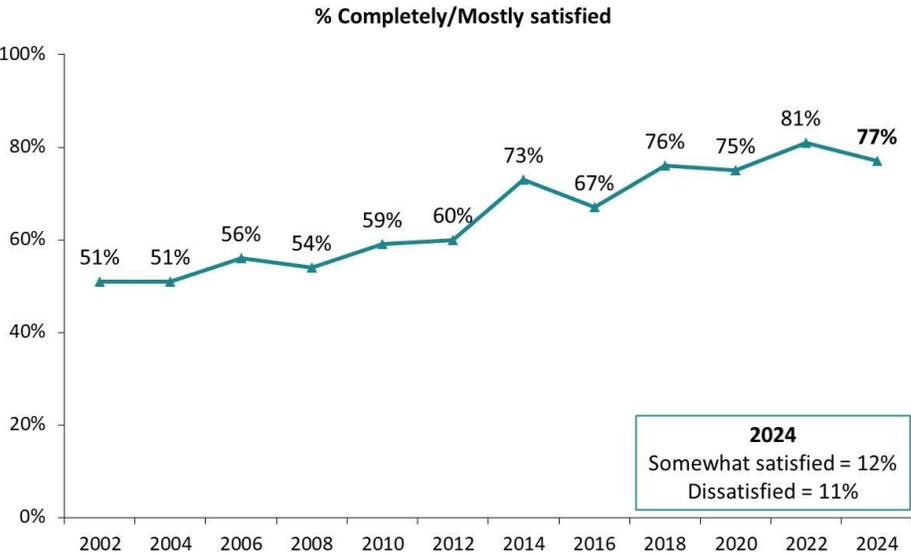
How Quickly Should the First Compensation Payment be Received Following an Injury



Q.3: [IF NOT 'MEDICAL AID ONLY', 'EWL', OR 'PENSIONERS' IN SAMPLE] And what is the longest time it should take to get your first compensation [2002-2016: cheque / 2018-2022: payment] after a workplace injury? (n=161)
Note: Removed 'Don't know/No answer', 'Other' and any outliers who gave greater than 60 days from Mean and Median.

A strong majority of injured workers continue to be completely or mostly satisfied with the promptness of the benefits delivery.

Satisfaction with Promptness of Benefits Delivery



Q.4: [IF NOT 'MEDICAL AID ONLY', 'EWL', OR 'PENSIONERS' IN SAMPLE] How satisfied were you with how long it took to get your first benefit [2002-2016: cheque / 2018-2024: payment]? Were you completely satisfied, mostly satisfied, somewhat satisfied, somewhat dissatisfied, completely dissatisfied? (n=161)

2024
Somewhat satisfied = 12%
Dissatisfied = 11%

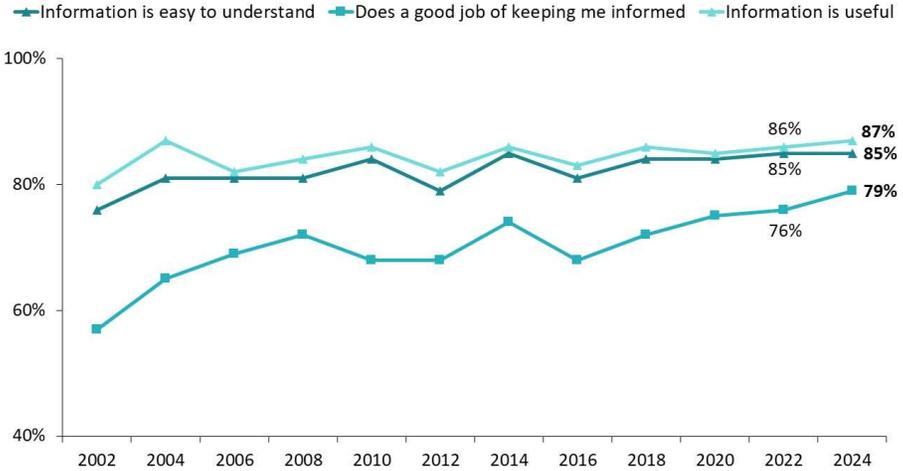


WCB Communications

Similar to 2022, a strong majority of injured workers continue to agree to that WCB communications remain easy to understand, keep them informed, and address useful information.

Although responses vary, many injured workers emphasize the importance of the WCB focusing on more frequent contact, improved follow-up communication, and treating injured workers with greater respect.

WCB Communications
% Completely/Mostly agree



Q.6a-c: I am now going to read you several statements about the information the WCB provides, and in each case I would like to know if you completely agree, mostly agree, mostly disagree or completely disagree? The WCB's information is easy to understand; The WCB does a good job of keeping me informed about important changes; and The information provided by the WCB is useful to me. (n=416)

Most Important Thing WCB Could Do to Improve Communication with Injured Workers						
Key Mentions from Total Mentions						
	2014 (n=505)	2016 (n=500)	2018 (n=472)	2020 (n=313)	2022 (n=387)	2024 (n=416)
More contact/Better follow-up	14%	12%	15%	10%	12%	15%
Provide information/Keep injured workers up-to-date	10%	13%	9%	3%	7%	12%
Better treatment of workers/Treat injured workers with respect	4%	7%	5%	7%	6%	10%
More timely communication/Faster contact	--	--	--	--	2%	7%
Listen to injured workers	3%	7%	4%	6%	5%	6%
Easier to contact/Answer the phone	5%	3%	2%	3%	5%	5%
Nothing	3%	9%	12%	14%	13%	11%
Don't know/No answer	45%	26%	31%	32%	34%	32%

Q.14: What is the most important thing the WCB could do to improve communication with injured workers? Anything else?

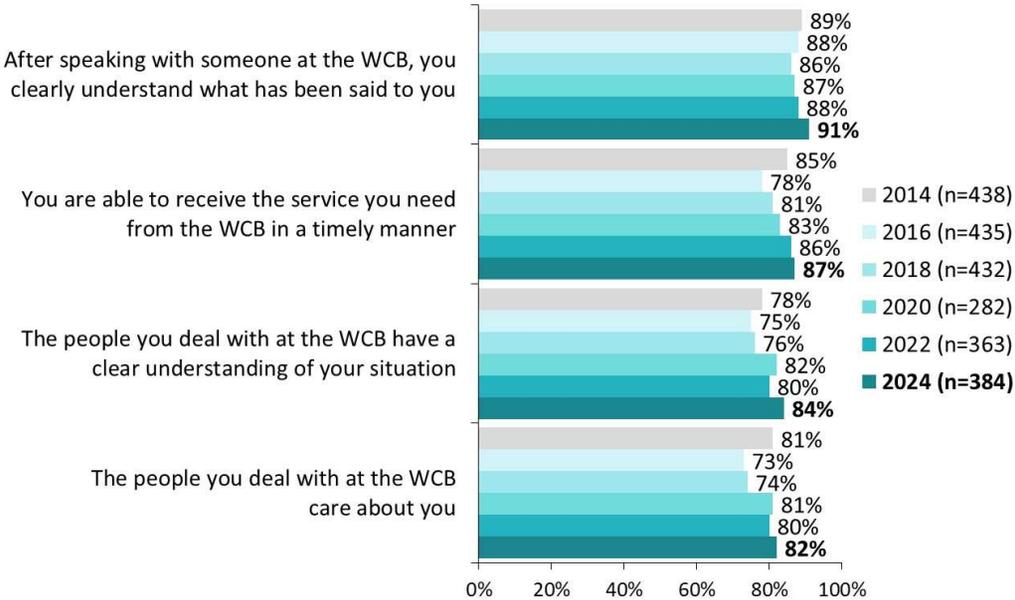


Interactions with the WCB

All assessments of WCB service interactions continue to have very high levels of agreement, with results staying on par or increasing this year compared to 2022.

Agreement Level with Statements About the WCB

% Completely/Mostly agree



Q.7a-d: [DO NOT POSE Q.7 TO PENSIONERS] And I am now going to read other statements about the WCB, and again I would like to know if you completely agree, mostly agree, mostly disagree, or completely disagree?

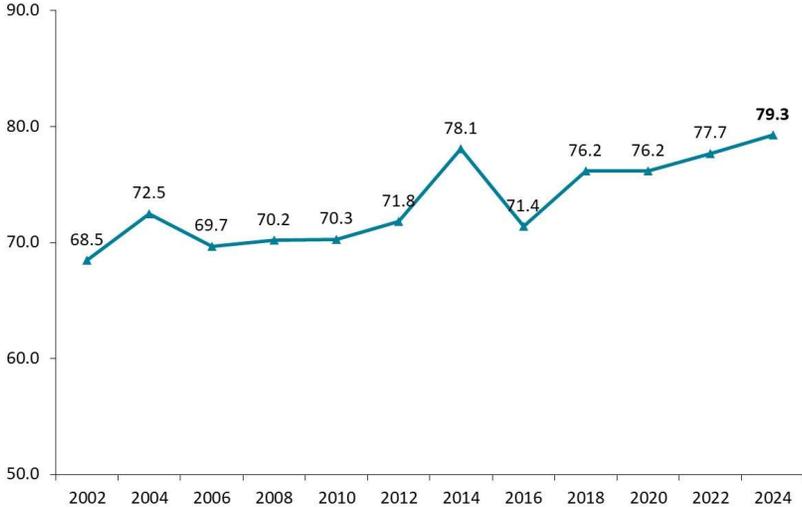


WCB Performance Index – Injured Workers

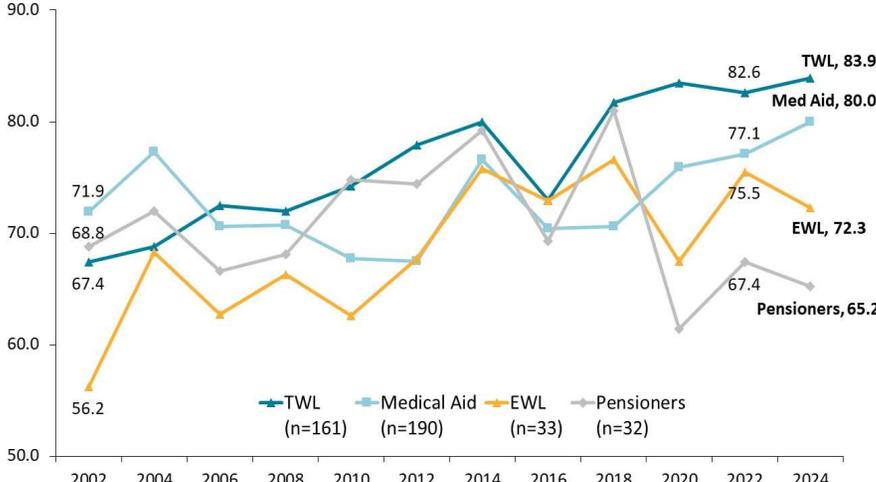
The WCB’s overall Performance Index has continued to increase from 2020, standing at a record high of 79.3 in 2024.

TWL and Med Aid clients provided higher performance index scores in 2024, while Pensioners and EWL client scores decreased this year.

WCB Performance Index – Injured Workers By Overall Only



WCB Performance Index – Injured Workers By Client Status



To track the WCB’s performance, Narrative Research created an index combining key performance aspects. The Index includes injured workers’ satisfaction with their overall WCB experience (Q1), as well as the top three drivers of overall satisfaction identified in the inaugural 2002 survey: the extent to which injured workers feel they are: treated fairly by the WCB (Q10i); involved in the decision-making process regarding their claim (Q13); and the perceived ability of WCB staff to answer injured workers’ questions (Q10c). Ratings from these four questions are averaged. Given the sample size and variability associated with the survey results, it is estimated that an Index difference of approximately four points in either direction would be considered a significant shift, improvement or decline, year-over-year.



Quality Service Indicators

Quality service indicators remain generally on par with 2022 results.

QSI	% Completely/Mostly (Satisfied/Agree)											
	2002	2004	2006	2008	2010	2012	2014	2016	2018	2020	2022	2024
Length of time it takes to process a claim and receive first benefits [2002-2016: cheque / 2018-2022: payment]	51%	51%	56%	54%	59%	60%	73%	67%	76%	75%	81%	77%
Ability of WCB staff to answer questions	67%	67%	66%	71%	69%	74%	80%	72%	76%	77%	80%	81%
Satisfaction with first contact	60%	65%	64%	60%	65%	63%	78%	72%	74%	72%	79%	80%
Involvement of worker in decision-making process concerning their claim	57%	65%	58%	62%	62%	63%	73%	65%	70%	70%	75%	75%
Information available to workers about WCB services and assistance:												
Information is useful	80%	87%	82%	84%	86%	82%	86%	83%	86%	85%	86%	87%
Information is easy to understand	76%	81%	81%	81%	84%	79%	85%	81%	84%	84%	85%	85%
Does a good job of keeping me informed	57%	65%	69%	72%	68%	68%	74%	68%	72%	75%	76%	79%
Overall satisfaction with WCB experience	64%	66%	66%	63%	62%	68%	73%	65%	70%	71%	74%	76%



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Every insight tells a story.