

Website Form Submissions Response Process Improvement

What's The Issue?

The Winnebago County Health Department (WCHD) needed to improve its process for addressing public health concerns, service requests, and questions submitted through its website. Messages received through the website must be assessed and delegated to the appropriate Center for response. Tracking of responses to community members on these requests was minimal. WCHD can improve service to the community by improving the process for review and delegation of these messages while implementing a system for tracking responses to ensure better follow-up to residents.

Why It's Important

By improving the website form submissions response process, WCHD can:

- Better address community members needs in a more timely and effective manner which will build further trust in the community.
- Accurately assign to appropriate Center/Program for resolution improves quality of response.
- Improve community engagement with WCHD and increase uptake of public health messages.
- Build a stronger, safer, healthier Winnebago County.

What We Did

- Used a **process map** to identify steps needed to automate the review and delegation of messages from the website.
- Used a **Logic Model** to represent the resources, activities, and intended outcomes for different messages received and determine follow-up needed.
- Used **Qualtrics** to collect messages from the website and assign them to the appropriate Center for response.
 - Website forms were converted to Qualtrics forms.
 - Qualtrics automatically assigned responses to Centers based on information from the forms creating tickets.
 - Tickets were tracked and reassigned as needed.
- Developed dashboards to collect data on tickets which included data on the type of questions being received for each Center.

Lessons Learned

- Collecting website messages via **Qualtrics** allowed for data visualization and better oversight of requests.
 - Dashboards provided data visualizations showing quantitative and qualitative data.
 - Automated emails were sent to leadership when tickets are open longer than 5 days.
- Teaching WCHD staff to use the Qualtrics ticketing system needed to include what information to provide in the ticket, how to reassign tickets, and how to close tickets.
- When tickets are assigned to Centers not in the ticketing system, there is a delay in closing tickets.
- Having a website form relevant to services provided in Environmental Health Improvement increased resident requests for services from that Center.

Results

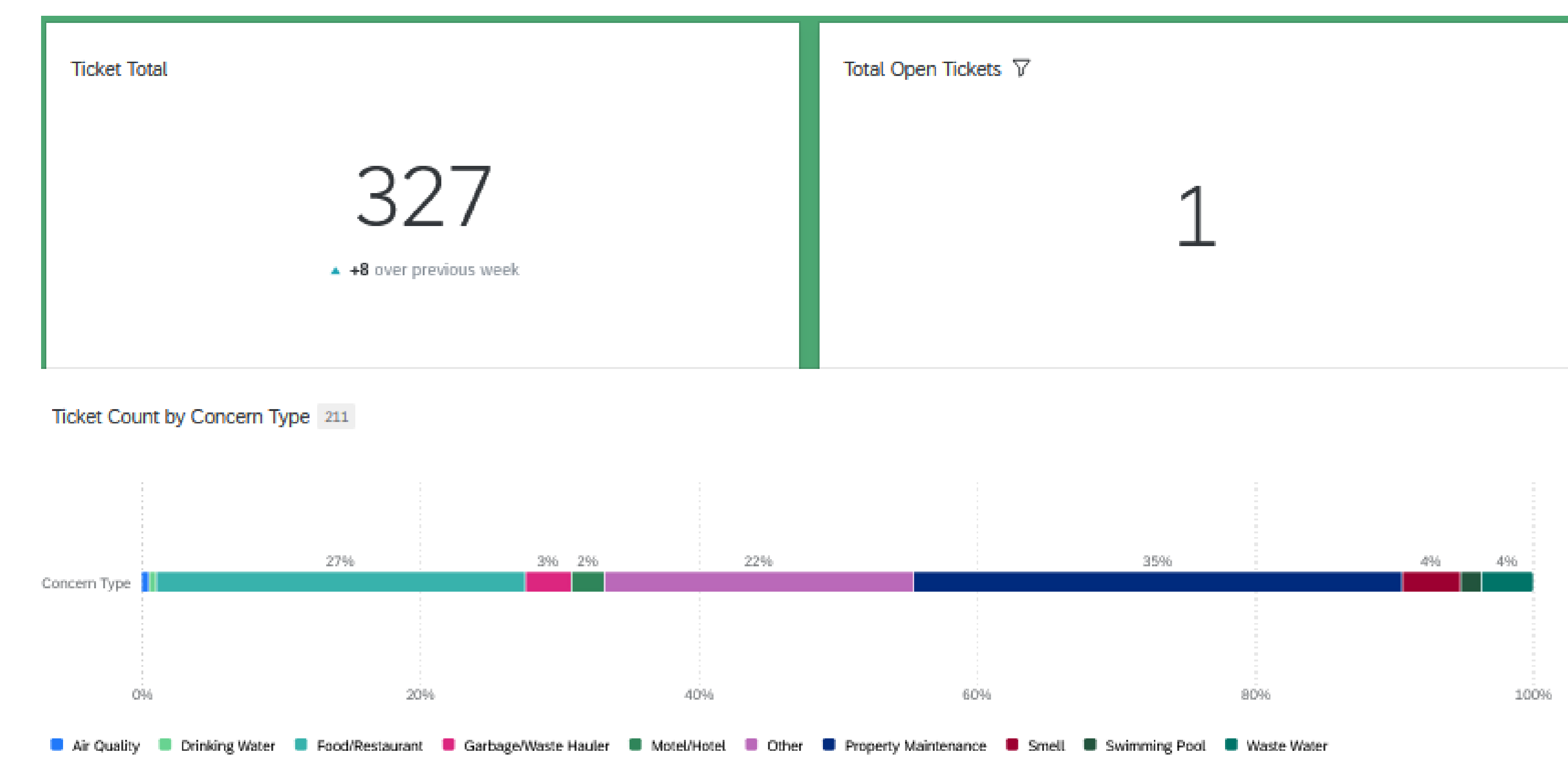
- WCHD improved the response process to community members public health concerns, service requests, and questions submitted on the website with a system that can track and report WCHD progress with at least 50% of requests being handled through automatization.
- The majority of requests (73%) coming into the website are for the Center for Environmental Health Improvement and are now automatically issued to front line staff in that Center to address.
- By November 5, 2025 over 430 tickets had been received and followed-up on through the Qualtrics ticketing system.
- The majority of concerns on the Environmental Dashboard are for property maintenance and food/restaurants.

Next Steps

- Adopted ticketing system and identified additional Centers and processes to incorporated into system next.

Team Members

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Caption: Screen capture of dashboard for the Center for Environmental Health Improvement with number of tickets closed as of 11/18/25 and graph showing data type of concerns received via website.