

HOW ARE CAHPS SURVEYS ADMINISTERED?

Stephanie Fry
Senior Study Director
Westat

Drawing a Sample

- Sampling varies by survey and reporting goals
- Consider:
 - ▶ Data use and level of reporting
 - ▶ Data collection methodology
 - ▶ Expected number of people who will respond

Data Collection Approaches We Have Tested

- Mail
- Email notification
- Patient portal
- SMS text message
- Interactive Voice Response (IVR)
- In-office distribution
- Telephone
- In-person interviews

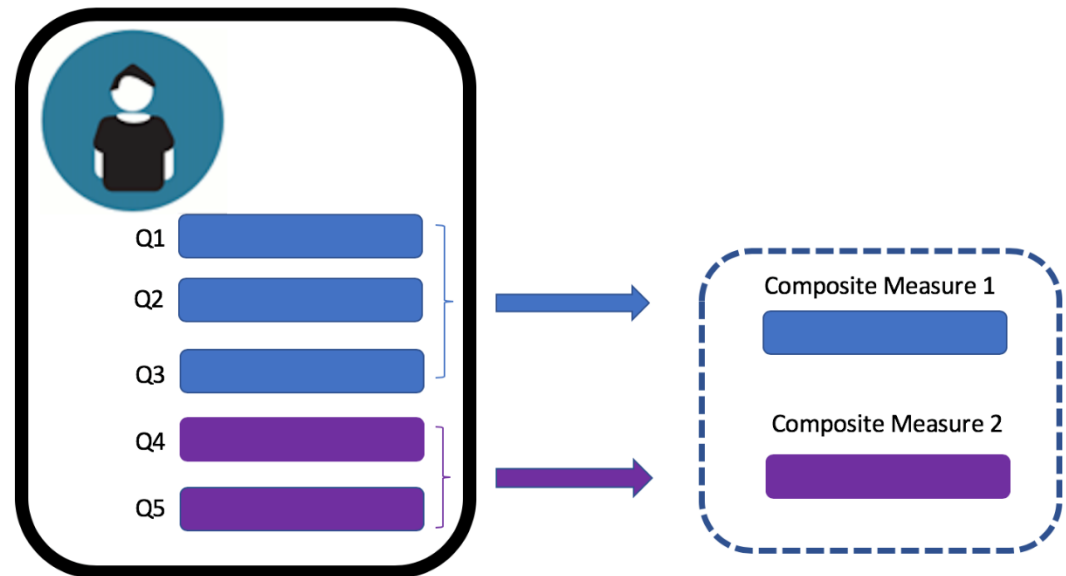
Data Collection Approaches Yielding Higher Response Rates

- Mail
- Telephone
- Mixed Mode
 - ▶ Mail with telephone follow-up
 - ▶ Notification of web survey with mail or telephone follow-up

Survey environment rapidly evolving; CAHPS Consortium continues extensive testing

Analysis of Survey Results

- Calculation of survey composite measures
 - ▶ CAHPS SAS macro
- Case mix adjustment



CAHPS Resources



AHRQ CAHPS Web site:

www.ahrq.gov/cahps

- Surveys
- Survey administration methods
- FAQs and answers
- Bibliography
- CAHPS Ambulatory Care Improvement Guide



AHRQ CAHPS Database



Technical
Assistance



TalkingQuality:

www.ahrq.gov/talkingquality