

# Foundations in Prior Research

- Today's presentations build on prior research
  - ▶ History of CAHPS research to inform survey wording and approach to survey invitations
    - Visit the CAHPS bibliography at [www.ahrq.gov](http://www.ahrq.gov) to find research findings
  - ▶ September 2018 AHRQ Research Meeting, “Advances in Survey Methodology: Maximizing Response Rates and the Representativeness of CAHPS<sup>®</sup> Survey Data”
    - Visit the News and Events page at [www.ahrq.gov](http://www.ahrq.gov) for information on this event
  - ▶ Key practices found in the literature on survey invitations
    - Dillman, D. A., Smyth, J. D., & Christian, L. M. (2014). *Internet, Phone, Mail, and Mixed-Mode Surveys: The Tailored Design Method*.
    - Fazekas, Z., Wall, M.T., & Krouwel, A. (2014). Is it what you say, or how you say it?
    - Edwards, P.J., Roberts, I.G., Clarke, M.J., DiGuseppi, C., Wentz, R., Kwan, I., et al. (2007). Methods to increase response rates to postal questionnaires.

# Findings Reflect Key Practice

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- ▶ Email subject lines and email message content
  - Concise wording, clear communication of importance of information to provider and its use to improve care delivery
  - As indicated in Jack’s presentation and published literature
- ▶ Principles apply to completion of narrative questions
  - Dale’s presentation links clear communication of importance of information to provider and its use to improve care delivery to increased completion rates for narrative questions