

HOW ARE CAHPS SURVEYS ADMINISTERED?

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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

Common Data Collection Approaches

Mail

Telephone

Email/
Web-based

Mixed
mode

Data Collection Approaches Tested by the CAHPS Consortium



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

Health care delivery and survey environments rapidly evolving; CAHPS Consortium continues extensive testing

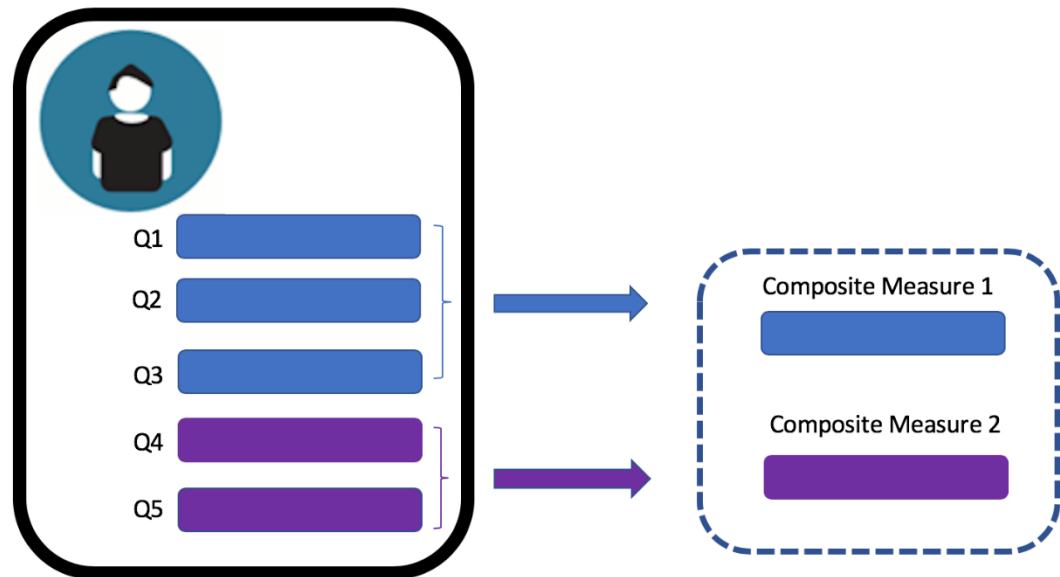
Data Collection Approaches Yielding Higher Response Rates



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

Analysis of Survey Results

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



CAHPS Resources



AHRQ CAHPS Web site:

www.ahrq.gov/cahps

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



AHRQ CAHPS Database



Technical
Assistance



TalkingQuality:

www.ahrq.gov/talkingquality