

Why Survey Methods Research is Important to AHRQ

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- AHRQ is a research and science-based agency of the US Dept. Health and Human Services that supports evidence-based practices, and develops tools to measure progress and improve care
- SOPS program develops and supports tools that are validated and use best methods for development and testing.
- Evidence-based practices are only as good as the data on which they are based, so important to use best methods in data collection

Web-based surveys more popular now

- Web-based surveying is increasingly growing in importance and desirability among users who want to collect standardized information
- Traditional modes, such as phone, and hard copy, are seen as slower, less current, more expensive, and more cumbersome

However

Web-based surveys:

- Lower response rates
- Difficulty and inconsistency in formatting
- Complicated to reach potential respondents

Who should attend this webcast?

- In-house staff administering SOPS surveys
- Survey vendors
- Users of web-based surveys
- Users of mail surveys
- ✓ All of the above!!

This Webcast Can Help You:

- Understand best practices in survey data collection related to SOPS (whether web-based or not)
- Choose whether to administer by web
- Program and administer a web-based survey using best practices
- Help plan for submitting data to AHRQ SOPS voluntary databases