



A Decade of Advancing Patient-Centered Care:
The 10th National CAHPS® User Group Meeting




Conducting a CAHPS Survey

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Overview of "Conducting a CAHPS Survey"



- Importance of Standardization
- How to Find Guidance on CAHPS Standards
- General Steps to Conducting a CAHPS Survey
- General Examples of Standard Procedures or "Rules of Thumb" for Conducting a CAHPS Survey

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Standardization Enables Comparisons

- Point-in-time
- Over time
- National and regional benchmarks
- Contributions to the National CAHPS Benchmarking Database

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Standardize What?

- Questions
- How asked
- How analyzed
- How reported

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How to Standardize Data Collection Protocol?

- Consult with the National CAHPS Benchmarking Database
- Consult with experienced CAHPS vendor
- Refer to CAHPS Survey & Reporting Kit
- Refer to CAHPS User Group Web site:
<https://www.cahps.ahrq.gov>

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■ **User Resources**


- QI Resources
- Reporting Resources
- Project Implementation Resources**
- Translation Resources


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Project Implementation Resources

- Planning a CAHPS Survey Project
- Managing a CAHPS Survey Project
- Hiring a CAHPS Survey Vendor

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■ **Survey Products**

Ambulatory Care Surveys

Facility Surveys

Download CAHPS Kits

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CAHPS Survey and Reporting Kits



Kits Include:

- Survey instruments
- Protocols and related guidance
- Sample documents to help administer the survey
- Analysis programs
- Instructions for using analysis programs
- Reporting composites

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You may choose to download a complete Kit, download individual documents, or read a description of the product



Product

Options

Health Plan Survey 3.0


Select one



Download Survey Kit
Download Individual Documents
Read Product Descriptions

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Develop Sample Design

- Decide on population to be surveyed
- Decide on the sampling unit—health plan/product/care systems
- Determine sample size
- Set the desired response rate target

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Information Needed for Sampling

- Availability, and *quality*, of list of names and contact information
- Whether and how to overcome restrictions to obtain contact information
- Number of people on contact list who are likely to be eligible to respond
- Acceptability of sampling plan to major stakeholders

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Information Needed to Select Mode

- Type of contact information
- Respondent abilities
- Availability of mode-compatible form
- Costs and resources


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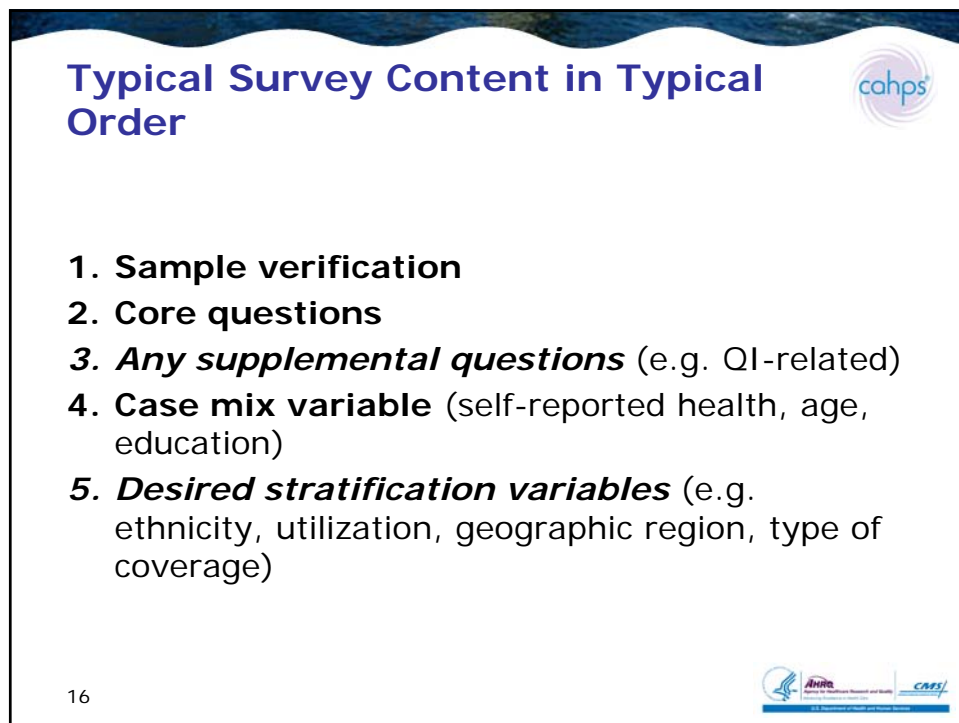


Information Needed to Select Questionnaire or Modules

- Which aspects of health care do you want to know about?
- Which units do you want to compare?
- Which language(s) do you need?
- Which mode(s) will you use?

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Typical Data Collection Protocol



- **No proxy respondents**
- **Mixed mode** (Mail with telephone follow-up)
 - Advance notification letter
 - 1st mailing of questionnaire
 - Reminder post card
 - 2nd mailing of questionnaire
 - Telephone follow-up (*5 attempts*)
- **3 months in field**
- **Annual**

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Typical Number of Respondents Required



Depends on Characteristic of Unit of Analysis

- **Large, heterogeneous units** (plans, hospitals) **require 100-300 responses /unit**
- **Smaller, homogenous units** (doctors) **require 40-45 responses / unit**

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Typical Response Rate



Depends on Protocol, Respondent Interest

Mail Only: 30 – 50+ %

Mixed Mode: 40 – 70+ %

To be safe, assume 30% when calculating size of sample to contact (e.g. to get 200 completed surveys, contact 666 potential respondents).

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■ Overview

CAHPS Program

CAHPS Principles

Users of CAHPS

**The CAHPS User
Network**

Published Articles

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The CAHPS User Network



- A Help Line (1-800-492-9261 and cahps1@ahrq.gov), where you can get one-on-one guidance for your project

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