



Electronic Survey Distribution: Better, Faster Cheaper?

**Effectiveness of Email Survey Delivery and
Comparison of Scales for CG CAHPS Visit Survey**

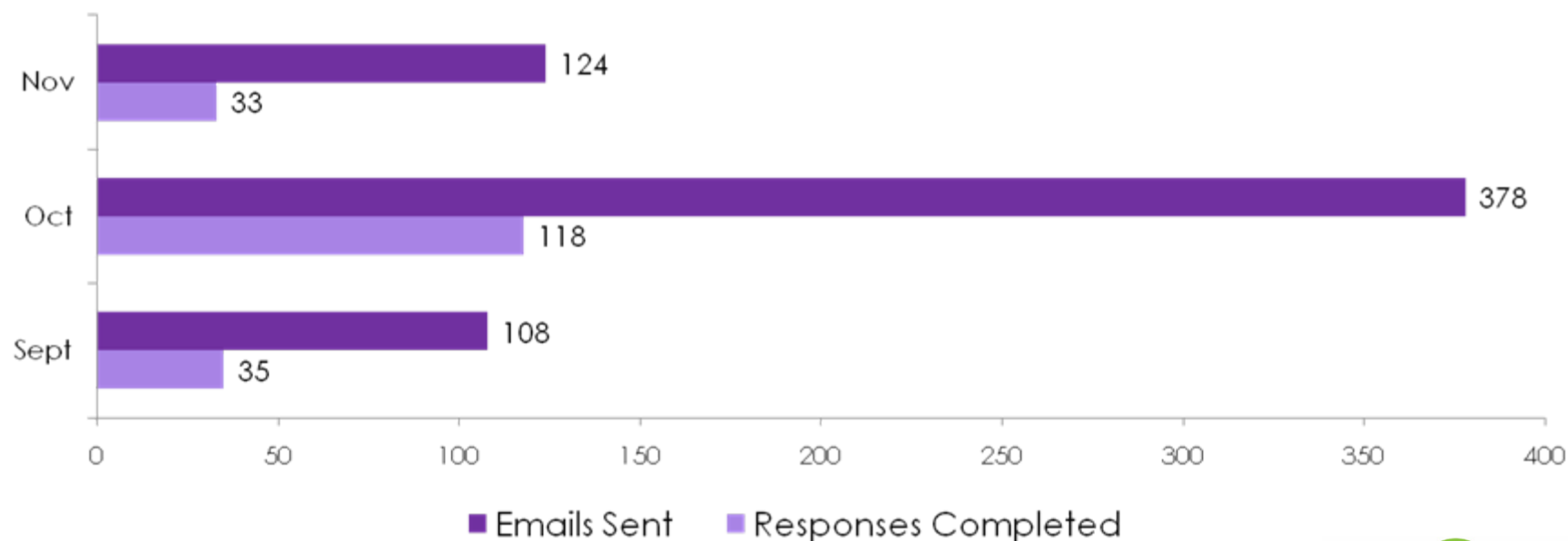
**Patricia Riskind
President & CEO**

Methodology – Email Distribution

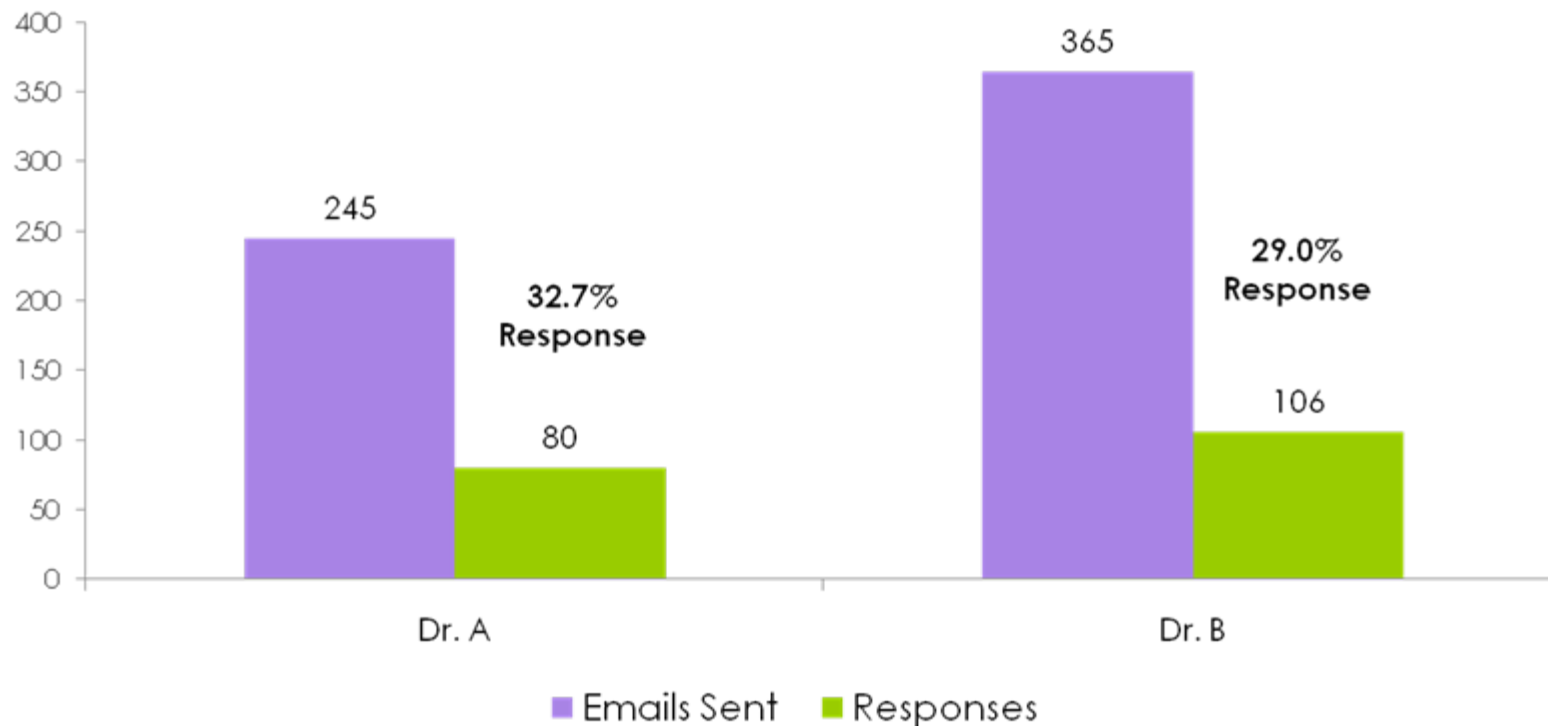
The survey was conducted for a 2-physician family practice associated with SilverCross Hospital in Joliet, IL

Utilized e-mail to distribute a link to a version of the CG CAHPS Visit Survey

Between 09/09/2008 – 11/12/2008, 610 emails were sent and 186 surveys were completed. Overall response rate = 30.5%.



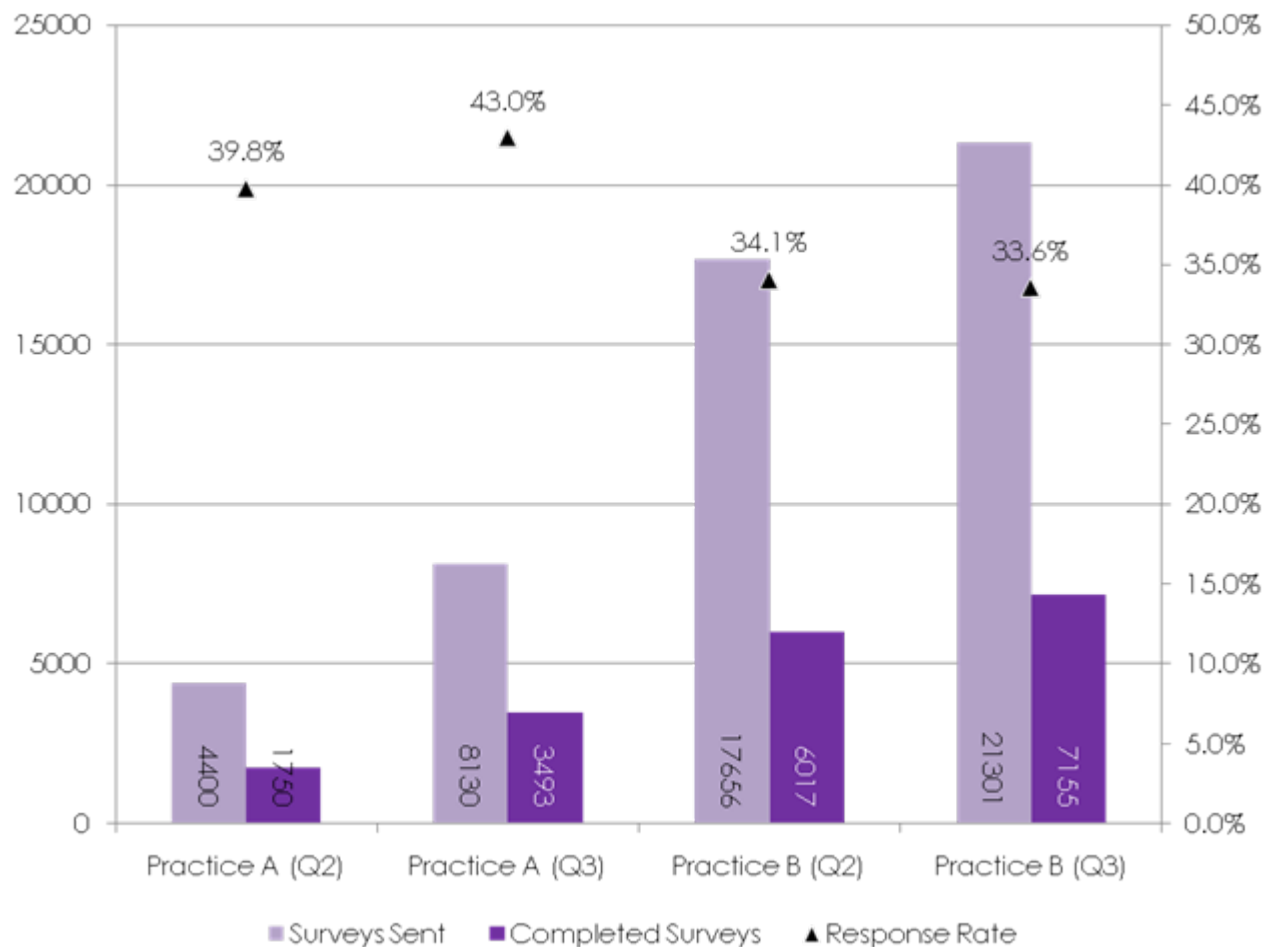
Response rate by physician:



	Average lag between survey sent and response received	Responses
0-10 Scale	2.2 days	95
Yes/No	2.9 days	91

P-value = .223

Other Practices Using Email Distribution



Practice A – Surgical practice with 35 physicians

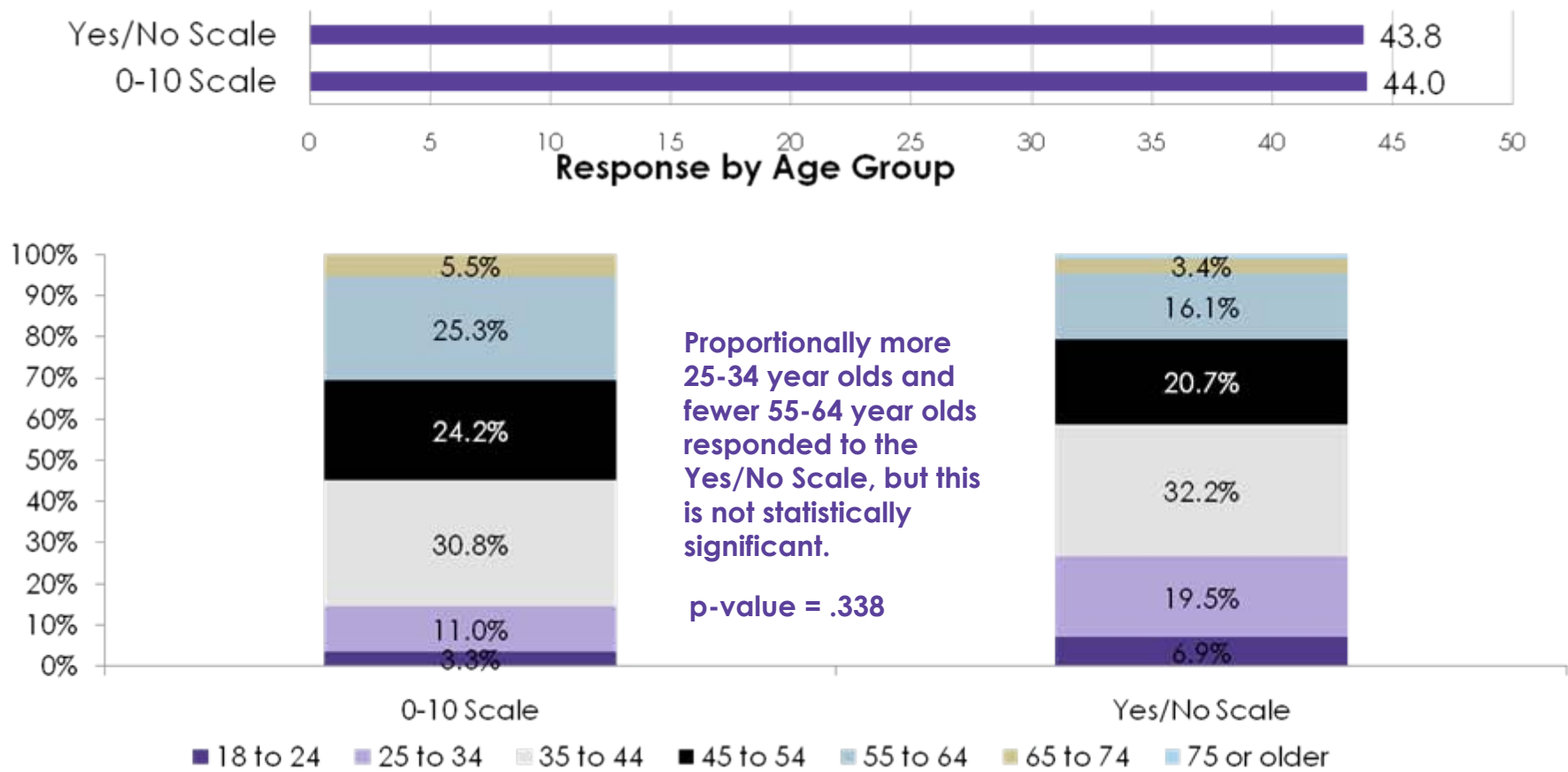
- 42% response, resulting in approximately 150 completed surveys per MD over 6 months

Practice B – Orthopaedic practice with 100 physicians

- 34% response, approximately 130 completed surveys per MD over 6 months

Average Age of Respondents

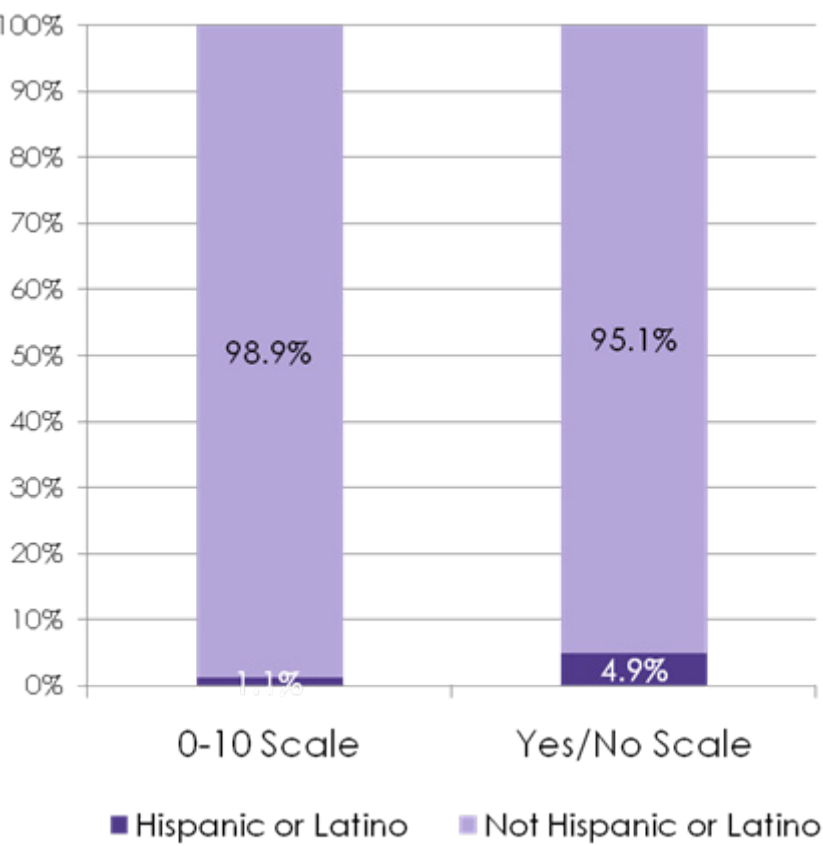
There is not a significant difference between surveys in the observed average age of respondents. Average age of patient for the practice is:



Non-respondents are younger:

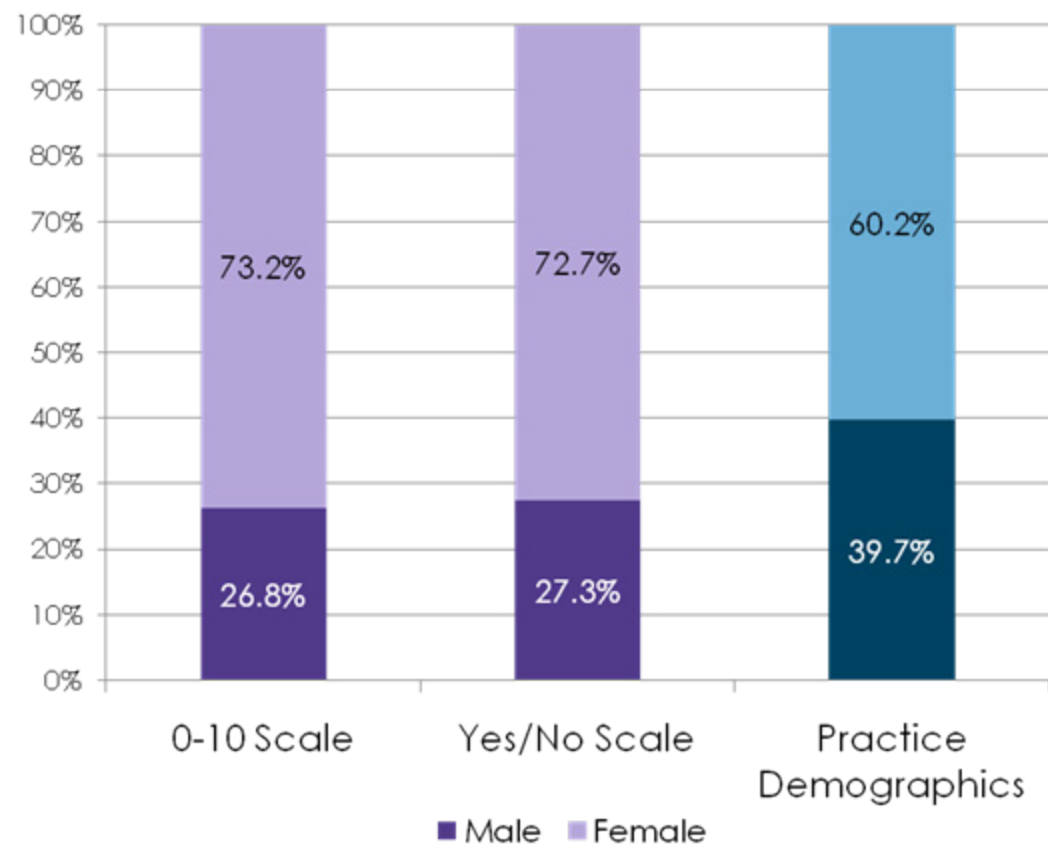
Respondent Age	Non-Respondent Age	p-value
43	39	.005

Race and Gender of Respondents



p-value .145

- Respondents to both surveys overwhelmingly identified themselves as non-Hispanic.
- 97.9% identified themselves as white on the 0-10 and 95.3% on the Y/N.



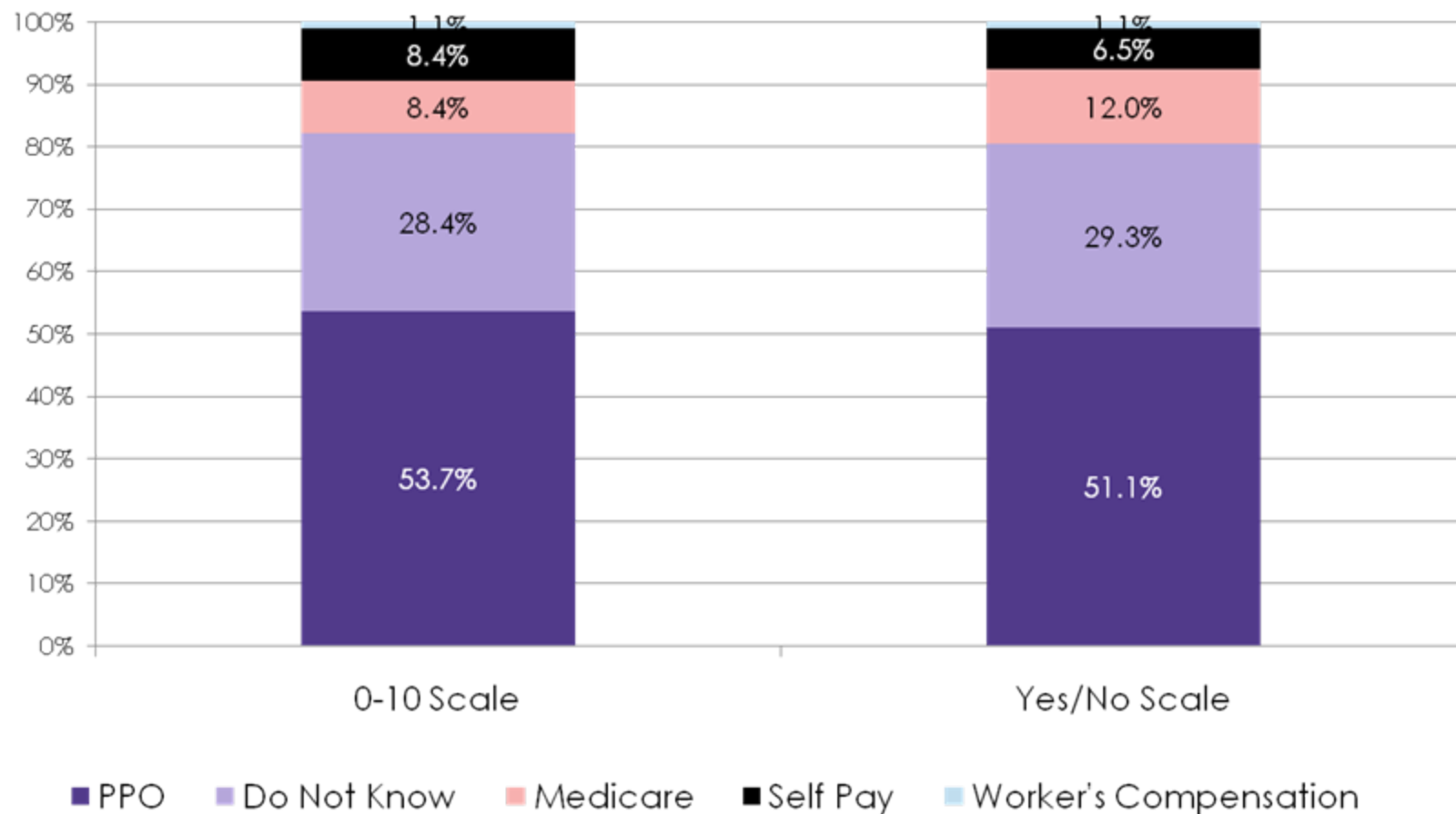
p-value .952

- More females completed both surveys
- Consistent with the practice gender mix

Insurance of Respondents

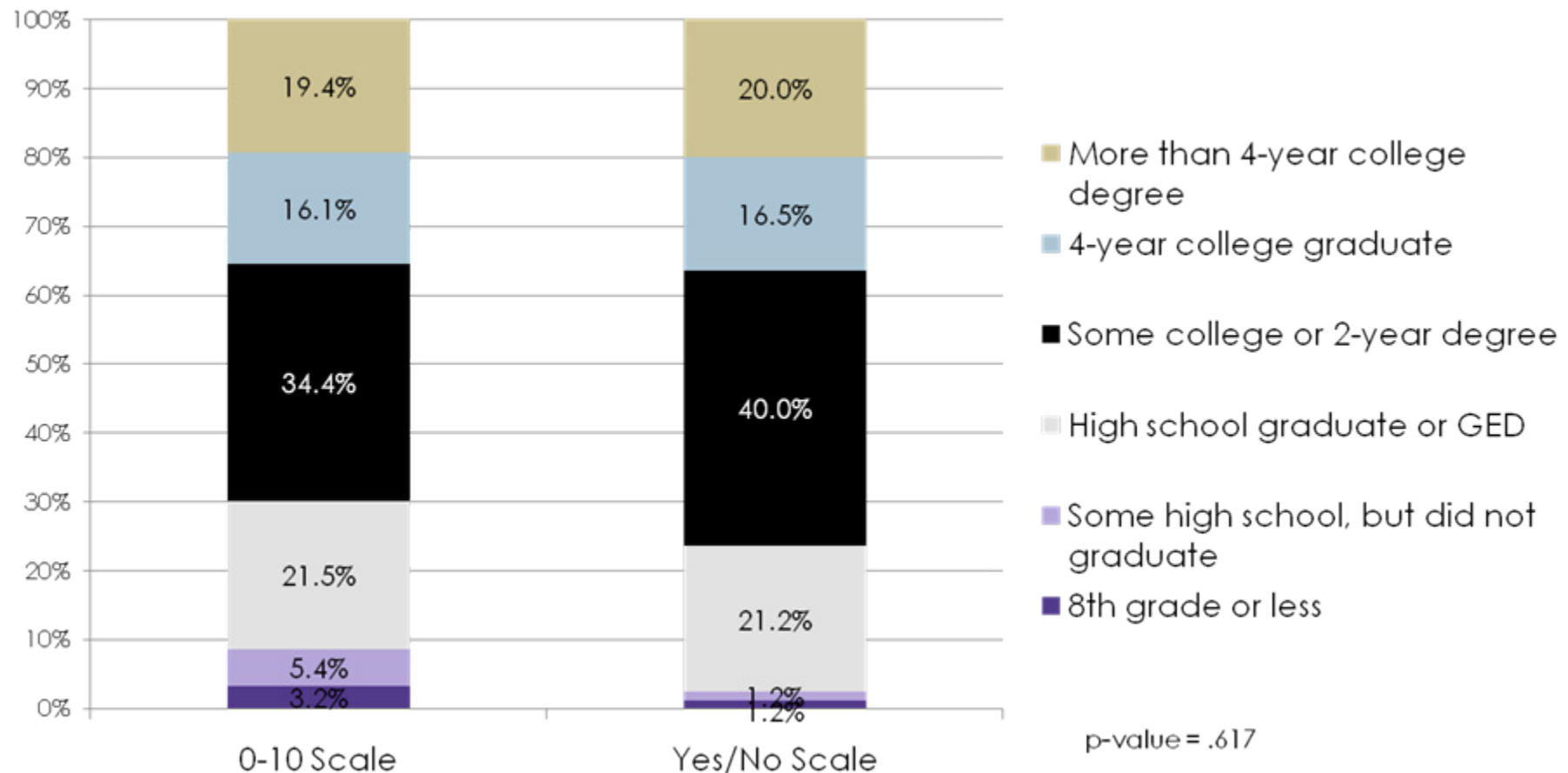
Respondents to both surveys had similar insurance mix.

Per the practice, 15% of patients have Medicare, and 30% have BCBS PPO.



Education Level of Respondents

Respondents to the Yes/No and 0-10 Scales tended to have a similar education mix, with slightly more respondents to the Yes/No scale having had at least some college.



“Top Box” Comparisons:

- **Percentage of patients who responded “Yes, definitely” on the Yes/No Scale**
- **Percentage of patients rating of “10” on the 0-10 Scale**

Other Metrics:

- **% 9 and 10 are also provided for comparison**
- **The average score for the 0-10 Scale is provided**

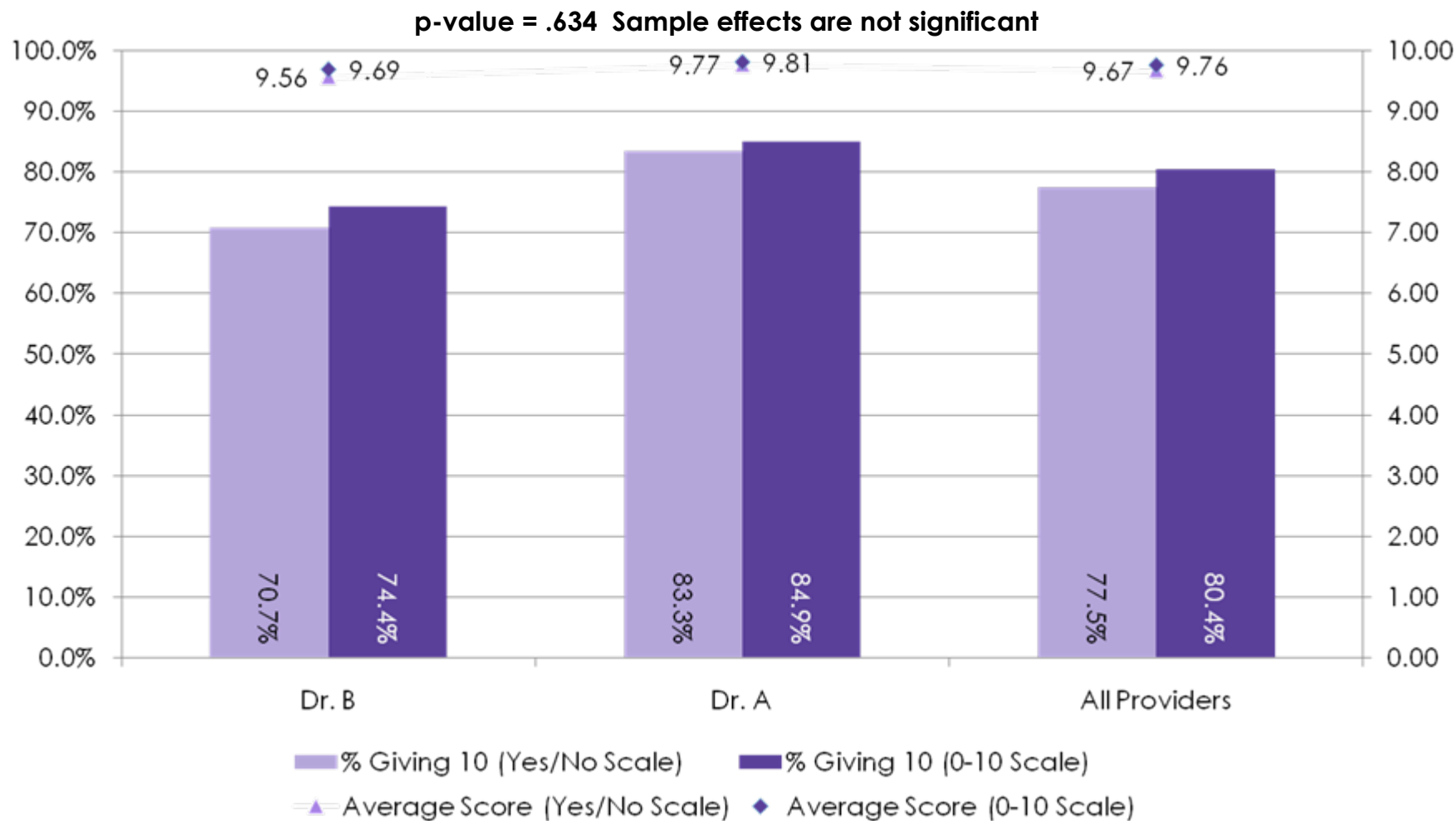
Rate Provider – Same Question On Both Surveys

Both survey scales asked respondents to rate the Doctor on a 0-10 scale.

On a scale from 0 to 10 where 0 is the worst possible doctor and 10 is the best possible doctor, what number would you use to rate this doctor?

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

Worst Best



Doctor Explained things - Easy to Understand

During your most recent visit, did this doctor explain things in a way that was easy to understand?

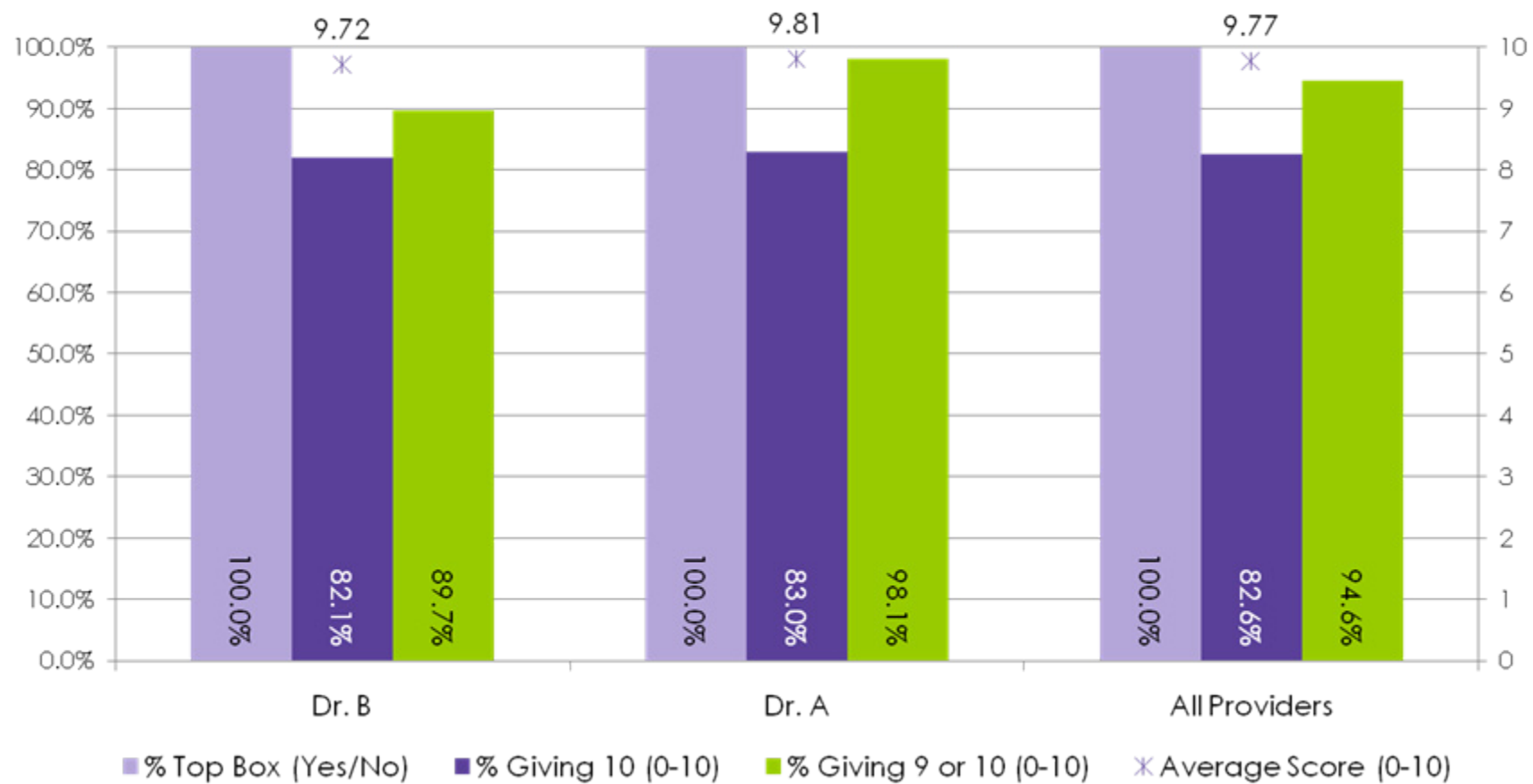
☐ Yes, definitely ☐ Yes, somewhat ☐ No

On a scale from 0 to 10, where 0 is the worst possible and 10 is the best possible, please answer the following questions rating your experience with your doctor:

This doctor explained things in a way that was easy to understand?

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

Worst Best



p-value < .0001



11

Doctor Knew Your Medical History

During your most recent visit, did this doctor seem to know the important information about your medical history?

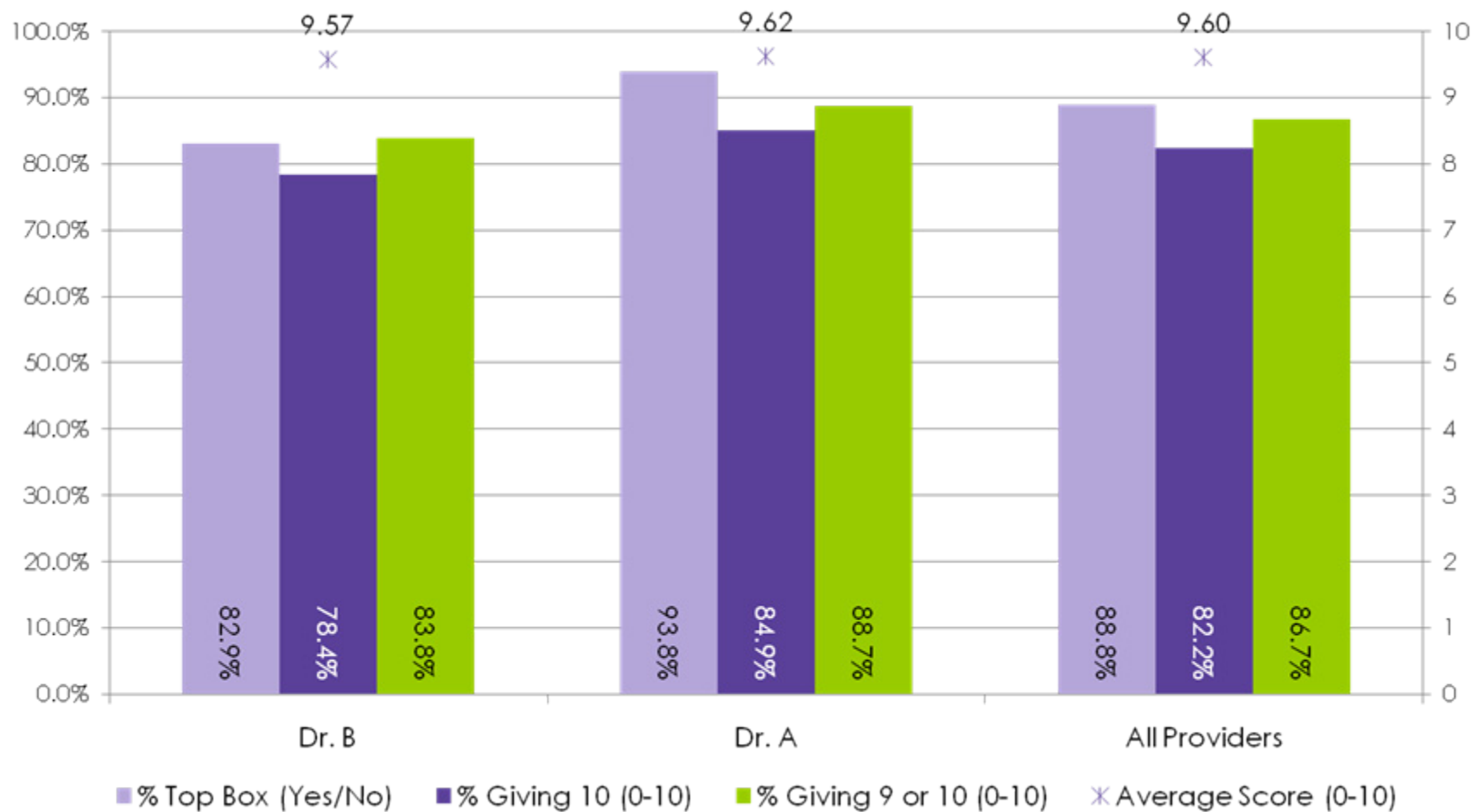
☐ Yes, definitely ☐ Yes, somewhat ☐ No

This doctor seemed to know the important information about your medical history?

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

Worst

Best



p-value = .216

Doctor Showed Respect

During your most recent visit, did this doctor show respect for what you had to say?

☐ Yes, definitely☐ Yes, somewhat☐ No

This doctor showed respect for what you had to say?

①

②

③

4

⑤

⑥

⑦

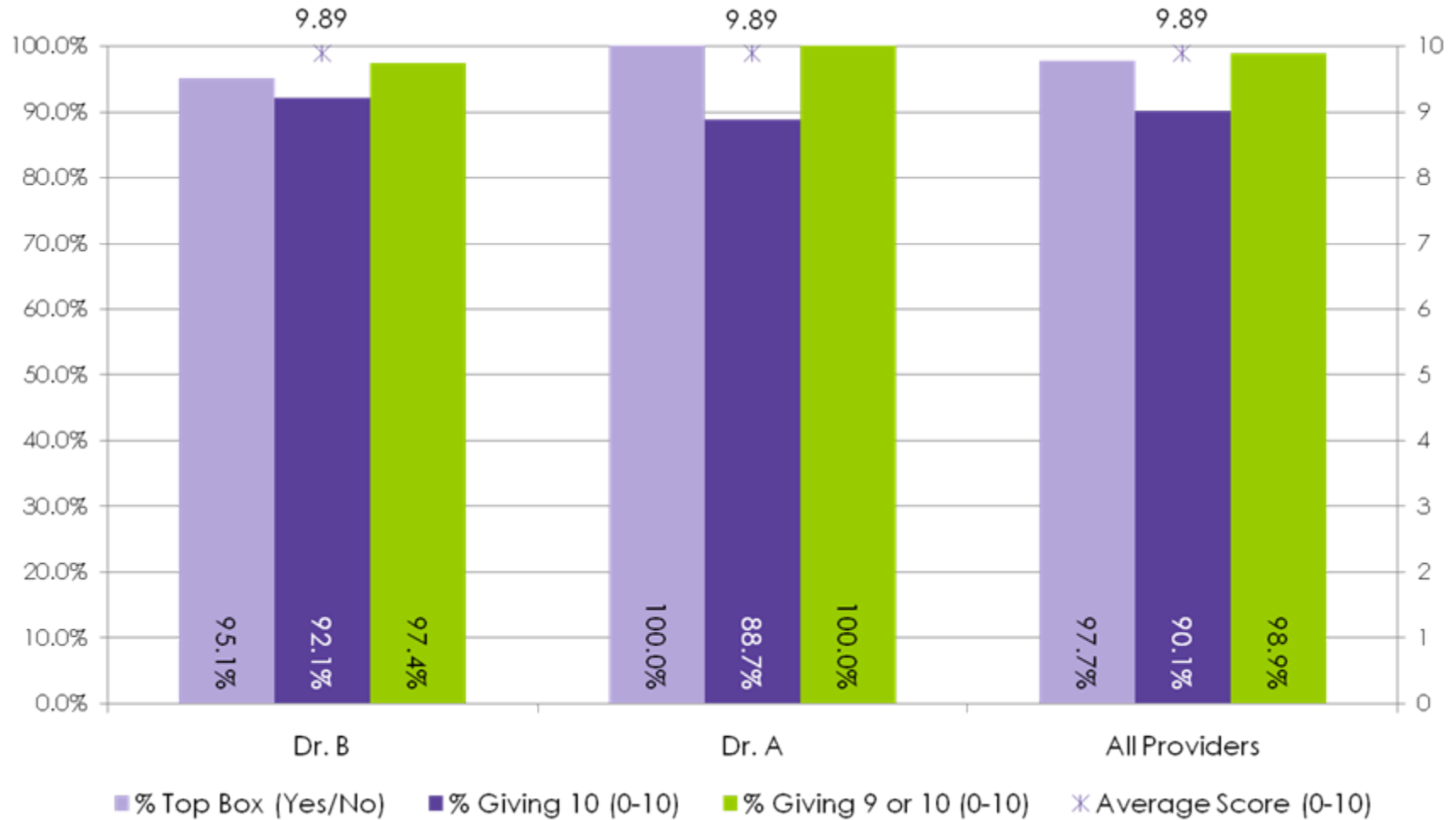
8

9

10

Worst

Best



p-value = .035

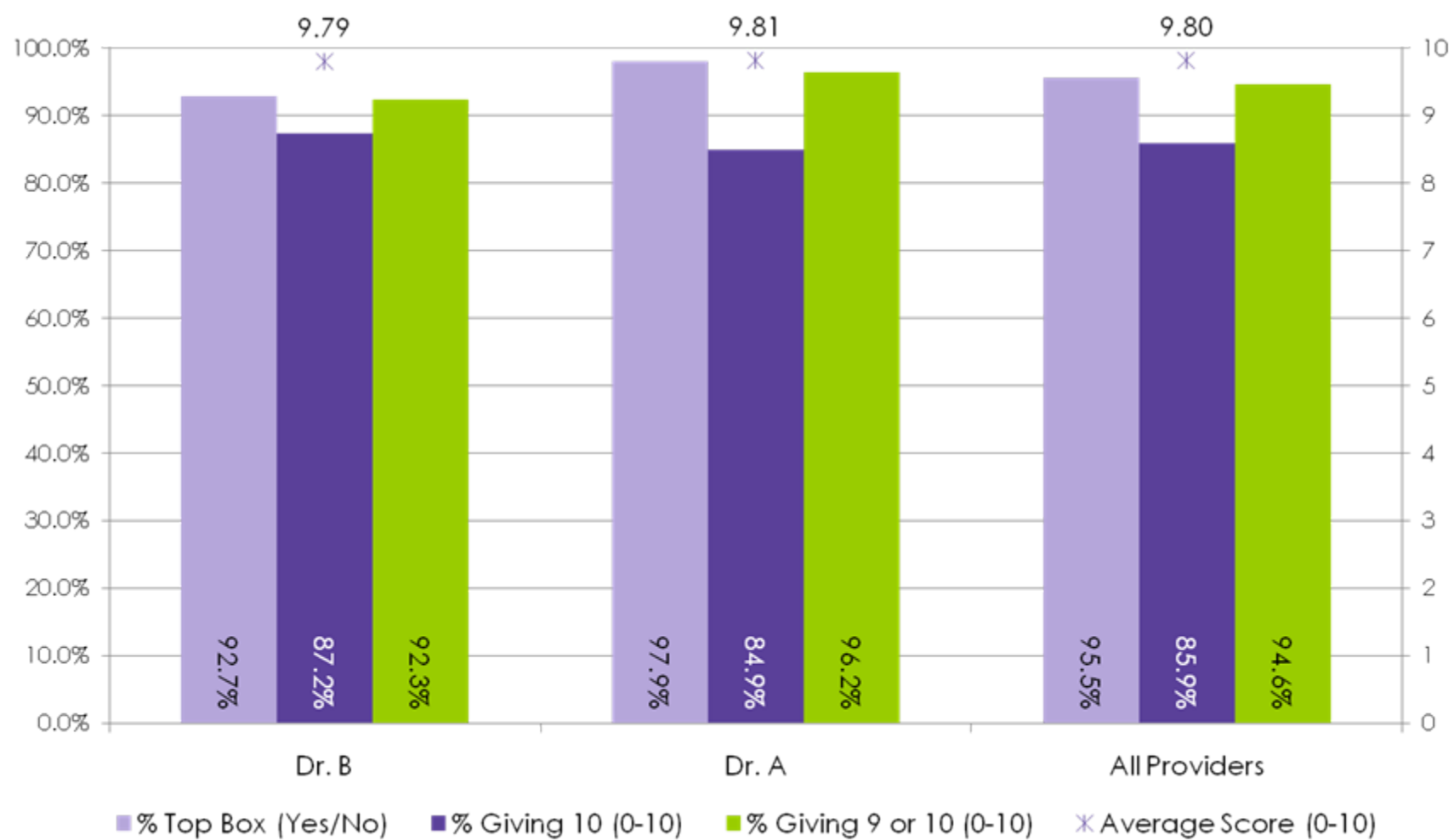
Doctor Spent Enough Time With You

During your most recent visit, did this doctor spend enough time with you?

☐ Yes, definitely ☐ Yes, somewhat ☐ No

This doctor spent enough time with you?

1 2 3 4 5 6 7 8 9 10
Worst Best



p-value = .028

Likelihood to Recommend Doctor

Would you recommend this doctor to your family and friends?

☐ Yes, definitely☐ Yes, somewhat☐ No

Would you recommend this doctor to your family and friends?

①

②

③

④

⑤

⑥

⑦

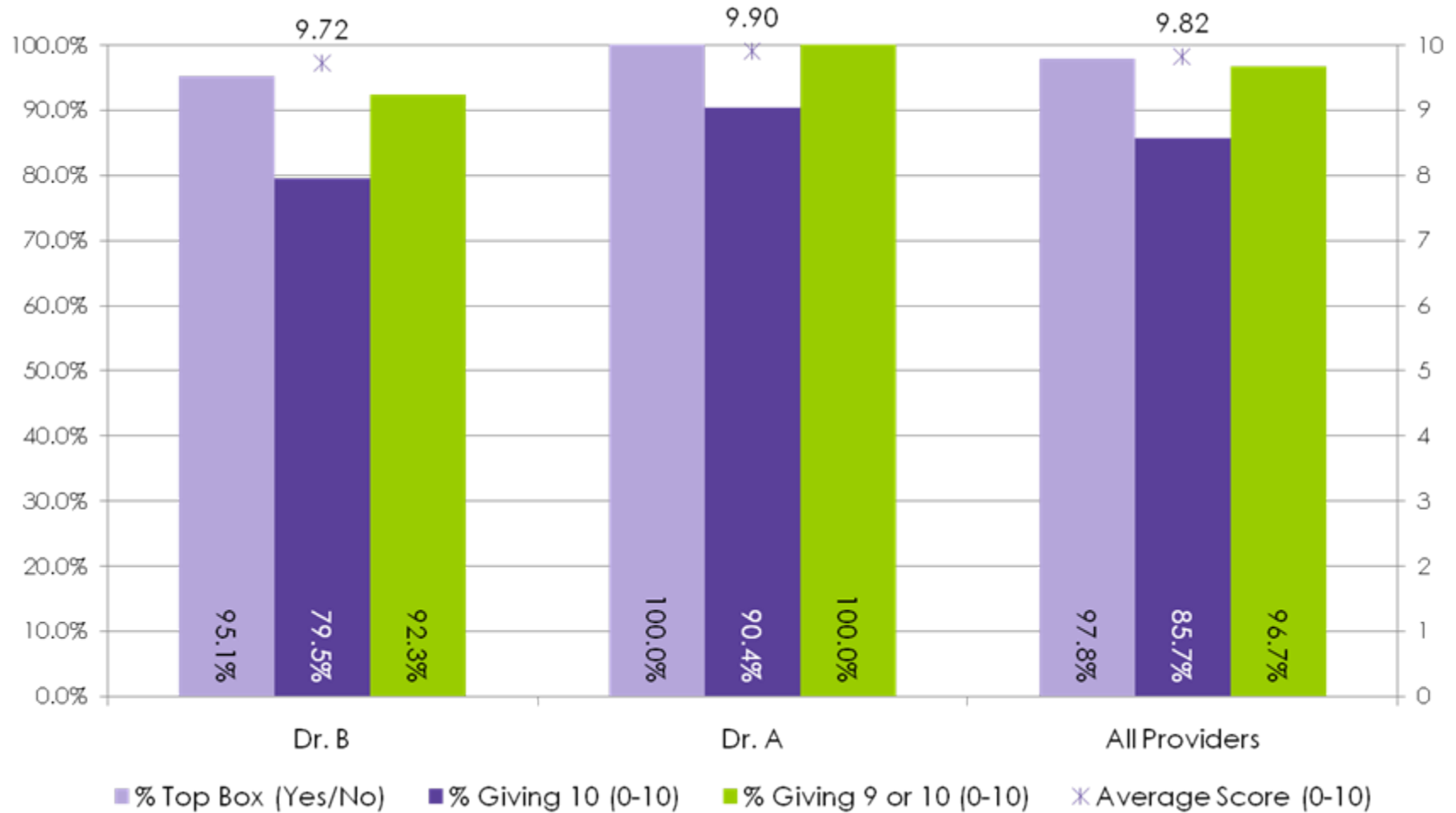
8

9

10

Worst

Best

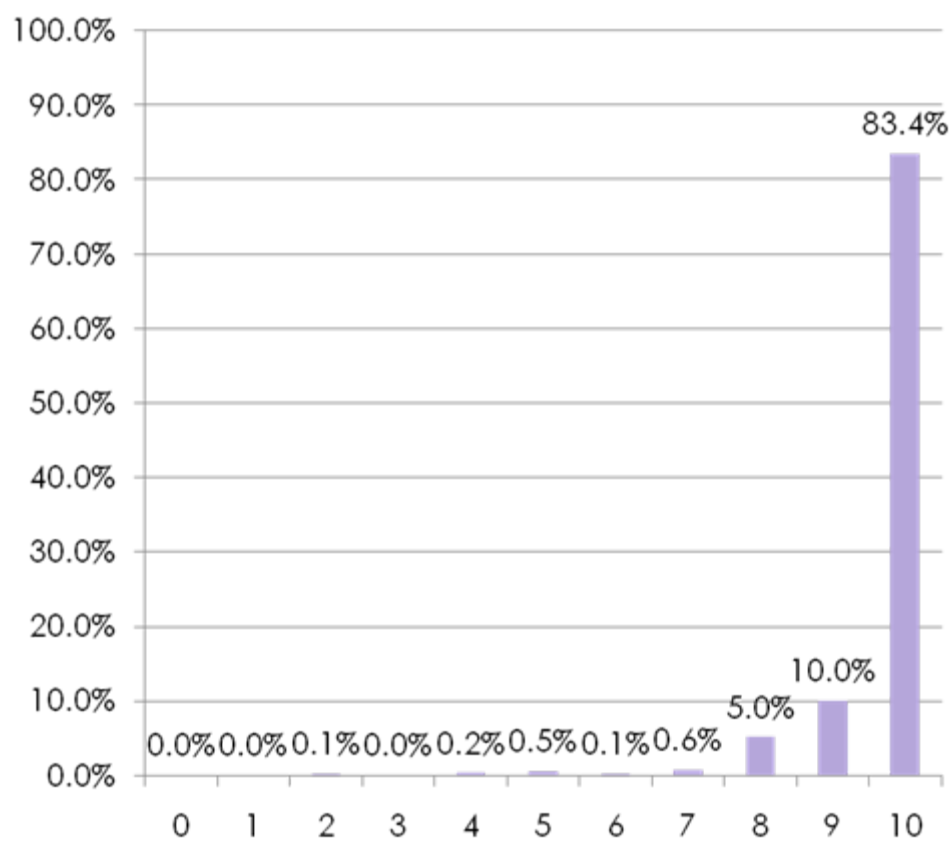


p-value = .003

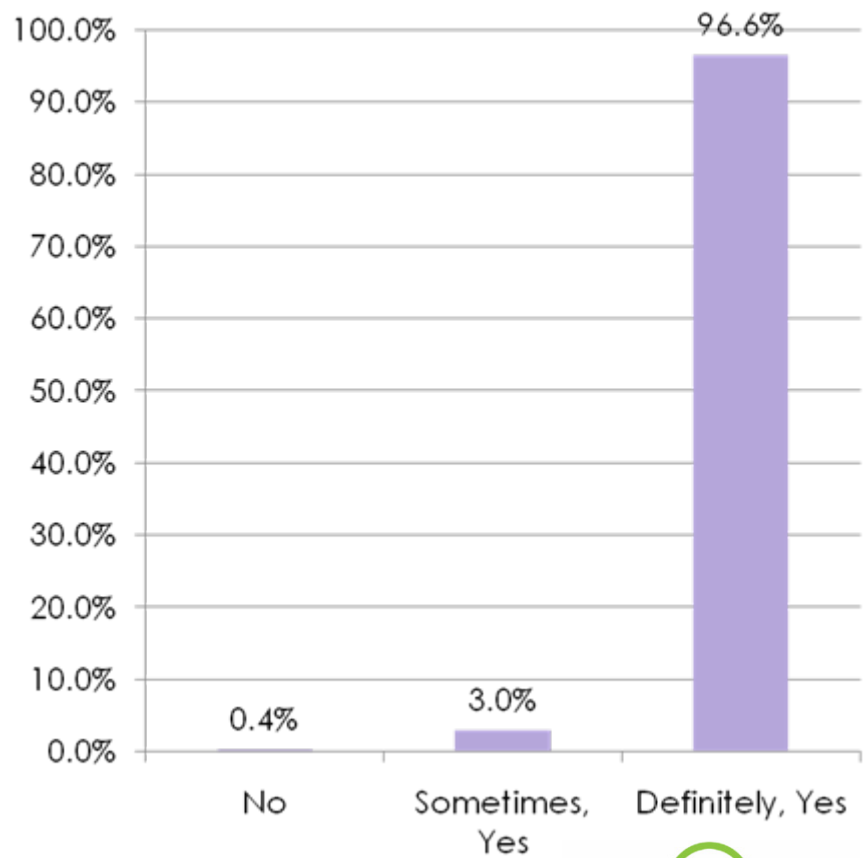
Distribution of Scores on 0-10 Scale vs. Yes/No

- 0-10 scale allows for greater discrimination.
- If goal is to identify performance improvement opportunities, the 0-10 scale is better.

0-10 Scale



Yes/No Scale



Email is a viable method for distributing surveys to patients

- High response rates
- Non-respondent age runs counter to conventional wisdom
- Representative sample achieved within 2 months for both physicians

0-10 scale provides more discrimination

- No significant difference between the patients taking each survey
- 0-10 provides higher variation in responses
- More actionable for provider to respond and improve