

# Uses of CAHPS Survey Data

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## Uses for CAHPS Data

- Public reporting to inform consumer and purchaser decision-making
- Internal reporting to inform quality improvement efforts
- For accreditation or payment (NCQA's HEDIS Survey, CMS' Hospital Survey )
- Benchmarking for the National Health Care Quality and Disparities Reports



## Public Reporting

- CAHPS reports can provide support for a range of decisions and actions that are taken by individual consumers and patients and purchasers
  - Choosing a health plan, health care provider or facility
  - Starting a conversation with health professionals such as physicians, nurses and discharge planners
  - Contracting for services with expected levels of quality
- Keep in mind, CAHPS results are likely to be, and ought to be, only one factor in choice



# Why do public CAHPS reports?

What role does public reporting play in health care quality?

1. Shift market share to affordable plans and providers who perform well
  - Through individual choices
  - Through choices made by purchasers, health plans, and even providers (e.g. where to refer a patient)
2. Drive internal quality improvement by health plans and providers
  - Even when major shifts in market share are neither expected or experienced
  - Primarily because plans and providers value their reputation and;
  - CAHPS results are often actionable



# CAHPS Report Design

- Reports need to be:
  - Written in plain English (or plain Spanish, etc.)
  - Use graphical presentations of data that make it very easy to identify high and low performers
  - As short as possible (actually, even shorter than that)
    - Reports can be “layered” so those who want more detail can get it without scaring off those who don’t
  - Attractive and “clean” in design (no gimmicks)
  - Easy to navigate



# Resources for Report Design

- Designing an effective report
  - There is evidence about what works and what does not – use it whenever possible!
    - Use Talking Quality
    - Use Writing and Designing Print Materials for Beneficiaries: A Guide for State Medicaid Agencies, by Jeanne McGee
  - Get key publications that synthesize CAHPS and other important reporting research, such as
    - Kanouse et al., “Reporting on health care quality: a guide to the galaxy”
    - Shaller et al., “Consumers and quality driven health care: A Call to Action”
    - California Health Care Foundation White Paper by Shaller et al.: “Consumers in Health Care: The Burden of Choice”



# Using CAHPS for Quality Improvement

- Results can be used to guide quality improvement
- Online CAHPS Improvement Guide developed specifically to assist with reports, process and tailored interventions
- Supplemental item sets can be used to enhance interpretation
- Grantee demonstrations will provide feedback to surveys and interventions



## Origin of the CAHPS Improvement Guide

- Medicare CAHPS provides national data using comparable measures on selected domains of performance
- Important to provide QIOs, plans, and providers tools to help them make improvements in CAHPS scores
- Editorial Board of established experts, input from key users





## Major Components of the CAHPS Improvement Guide

- [Are You Ready to Improve?](#) – An overview of five behaviors common to health care organizations that have been effective in improving their CAHPS-related performance.
- [Analysis of CAHPS Results](#) – A discussion of various approaches to analyzing data from CAHPS surveys in order to identify opportunities to improve and priorities.
- [Quality Improvement Steps](#) – A walk through the basic steps of a CAHPS-related quality improvement process.
- [Improvement Interventions](#) – Descriptions of interventions that health care organizations can implement in order to help improve consumers' and patients' experiences with care.
- [Resources](#) – Quick access to lists of published studies, Web sites, books, and other resources that address the various issues discussed in the guide.



# Improvement Guide Strategies

- Over 2 dozen strategies mapped to CAHPS core questions
- Apply to plan, medical group, or both
- Each strategy includes:
  - Problem description
  - The intervention and its benefits
  - Examples of implementation
  - Key resources



## Accreditation and P4P

- NCQA's HEDIS Health Plan accreditation requires health plans to use CAHPS 4.0 and rewards physician level measurement
- CMS' pay-for-reporting for hospitals to receive annual payment update
- Massachusetts BCBS P4P with Partner's (PCHI) based on MHQP data



# Benchmarking

## National CAHPS Benchmarking Database

- A voluntary program
- Provides free sponsor reports with benchmarks
- Produces Annual Chartbooks
- Works closely with survey vendors to add value not replace their services
- Provides consulting services for interpretation



# CAHPS User Network

- Principal source of:
  - CAHPS survey products
  - Information about CAHPS-related products and services
  - Technical assistance for survey users
  - Networking opportunities for users and researchers
- Funded by the U.S. Agency for Healthcare Research and Quality (AHRQ)
- Administered by Westat



# CAHPS User Network

Through the CAHPS User Network, users of CAHPS survey products and results have access to:

- CAHPS Website
  - Free CAHPS Survey & Reporting Kits
  - Current information about CAHPS products
  - Free resources to support survey implementation, public reporting, and use of CAHPS surveys to improve quality
- Educational conferences and webcasts
- One-on-one technical assistance



# CAHPS Website: [www.cahps.ahrq.gov](http://www.cahps.ahrq.gov)



**United States Department of Health & Human Services**  
**AHRQ Agency for Healthcare Research and Quality**  
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**CAHPS®**  
 Surveys and Tools  
 To Advance Patient-Centered Care

The **Consumer Assessment of Healthcare Providers and Systems (CAHPS)** program is a public-private initiative to develop standardized surveys of patients' experiences with ambulatory and facility-level care.

Health care organizations, public and private purchasers, consumers, and researchers use CAHPS results to:

- Assess the patient-centeredness of care;
- Compare and report on performance; and
- Improve quality of care.

To learn more, go to [CAHPS Overview](#).

**National CAHPS Benchmarking Database**

The CAHPS Database is the national repository for data from CAHPS surveys. It includes 8 years of data from the Health Plan Survey as well as the first submissions of data from the new Hospital Survey.

- NEW: Information on 2006 [Health Plan Survey data submission](#)
- [2005 Health Plan Survey Chartbook](#) (PDF; 396 KB; [PDF Help](#))
- Current issue of [CAHPS® Database News](#) (PDF, 57KB; [PDF Help](#))

**The CAHPS Connection**

The CAHPS Connection is an occasional bulletin designed to keep members of the CAHPS User Network informed about CAHPS products and services. Go to the [CAHPS Connection Archives](#).

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**CAHPS EVENTS**  
[Register Now: CAHPS User Group Meeting](#) – March 29-31, 2006 – Baltimore, Maryland  
[September 2005 Webcast: CAHPS in the States: Collaboration and Innovation to Maximize Public Resources](#)  
[April 2005 Webcast: Improving Patient Care: How Medical Practices Are Using New CAHPS Surveys for Ambulatory Settings](#)  
[Other Events: Schedule and Materials](#)

**CAHPS NEWS**  
 February 2006: [AHRQ Releases 2005 National Healthcare Quality And Disparities Reports](#)  
 February 2006: [New Research Highlights Feasibility of Measuring Patients' Experiences with](#)





# CAHPS Educational Events

- User Group Meetings
  - April 19-21, 2010
  - Hyatt Regency Baltimore on the Inner Harbor
- 2009 Webcasts:
  - Quality Improvement – February 2009
  - Talking Quality Launch – Late Summer 2009
  - Supplemental Item Sets – Fall 2009





# Communication with CAHPS Community

## The CAHPS Connection

- An occasional bulletin designed to keep members of the CAHPS User Network informed about CAHPS products and services
- Available on the CAHPS Web site
- Email announcements of new issues

## CAHPS User Network Consumer Survey

- Web-based survey of CAHPS users to evaluate the services provided by the CAHPS User Network
- Conducted bi-annually



# CAHPS Help Line

**Free, one-on-one technical assistance for a wide range of topics, including:**

- **Current status and availability of CAHPS surveys and resources**
- **Challenges associated with consumer surveys (budgeting, collecting enough responses, etc.)**
- **Translation guidelines**
- **Specific composite measures and item sets (e.g., items for children with chronic conditions)**
- **Statistical programs provided for analysis of survey result**
- **Assistance with the Web Site (locating documents, problems with downloads, etc.)**

**Email:** [cahps1@ahrq.gov](mailto:cahps1@ahrq.gov)

**Phone:** 800-492-9261