



SURVEY RESEARCH GROUP

Alternative Data Collection Methods: Speech-Enabled IVR

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**CAHPS/SOPS User Group Meeting
December 4, 2008**

Acknowledgements

This project was funded by the Centers for Medicare & Medicaid Services (CMS), and conducted by Health Services Advisory Group (HSAG) and the RAND Corporation.

Project Leadership

- **CMS**
 - **Elizabeth Goldstein and William Lehrman**
- **HSAG**
 - **Laura Giordano**
- **RAND**
 - **Marc Elliott**

Speech Enabled IVR

- **IVR or interactive voice recognition is a telephone-based data capture tool**
- **Speech enabled IVR (SE-IVR) translates a verbal response into a data value**
- **Common customer service tool**
- **Increasing use for survey administration**
- **Active and passive approaches**

Pros and Cons of SE-IVR

- **Pro**

- **Assures standardization of survey**
- **Reduces labor costs**
- **May improve collection of self-reported adverse or illegal behavior**

- **Con**

- **Development costs**
- **Regional speech patterns**
- **Some survey participants don't like it**

Our Study

- **SE-IVR was used to administer the HCAHPS survey to patients discharged from 29 hospitals in the U.S.**
- **Sampled 8,689 discharged patients**
- **Data collection occurred in August-October 2008**
- **Modified existing HCAHPS IVR protocol**
 - **Interviewer consents patients**
 - **Interviewer introduces SE-IVR system**

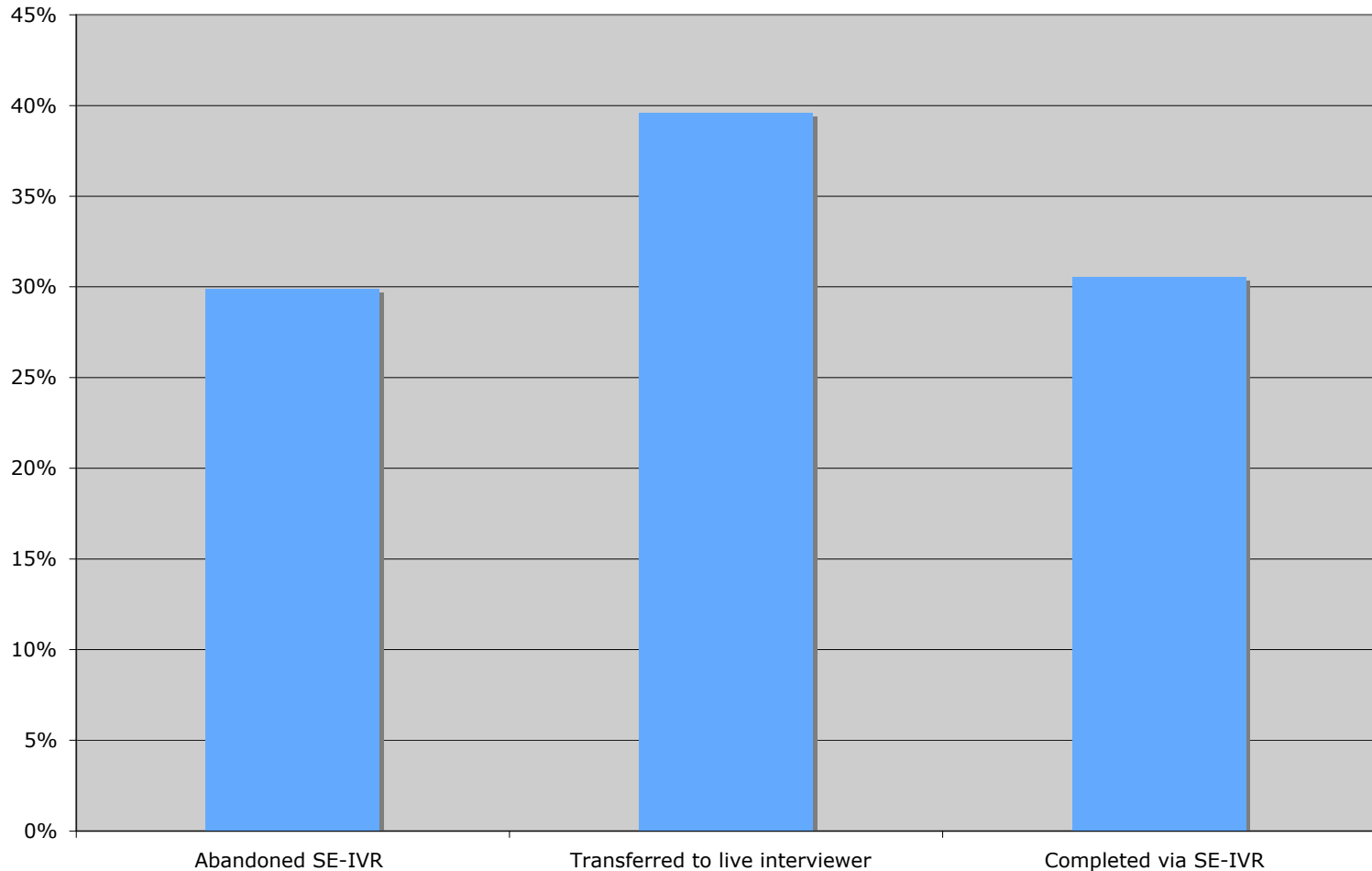
Preliminary Results

- **Proportion of sample completing the survey via SE-IVR**
- **Rates of abandonment and transfer out of the SE-IVR system**
- **Profile of patients who complete the survey via SE-IVR**

Survey Participation

- **Response rates varied by month of discharge but overall response rate is 33%**
- **Completed interviews**
 - **25% full SE-IVR**
 - **25% mix of SE-IVR and CATI**
 - **50% full CATI**

Abandonment, Transfer, and Completion



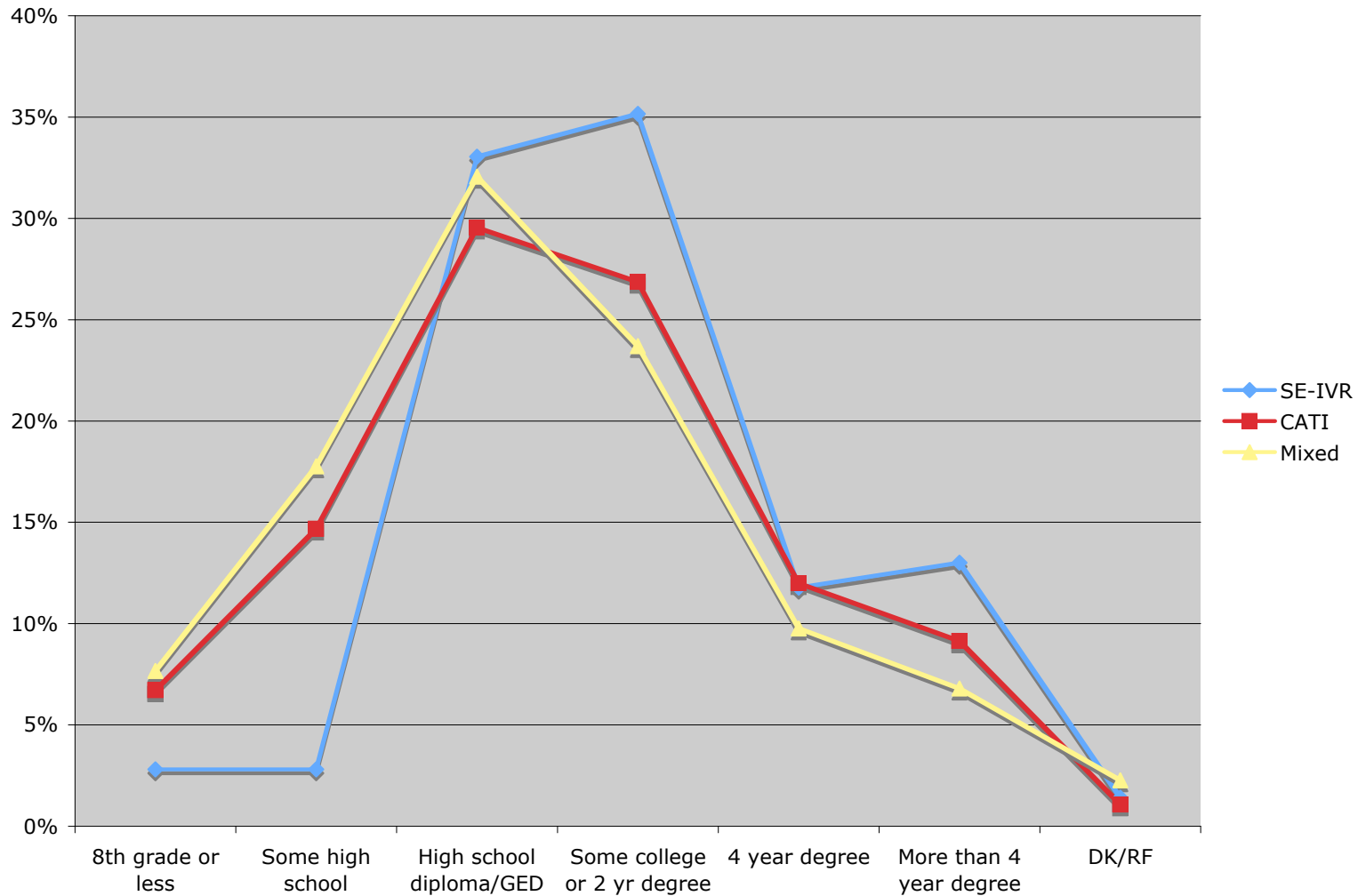
Abandon and Transfer Points

- **48% of abandoned SE-IVR sessions occurred at first question**
- **32% of transfers from the SE-IVR system occurred at first question**

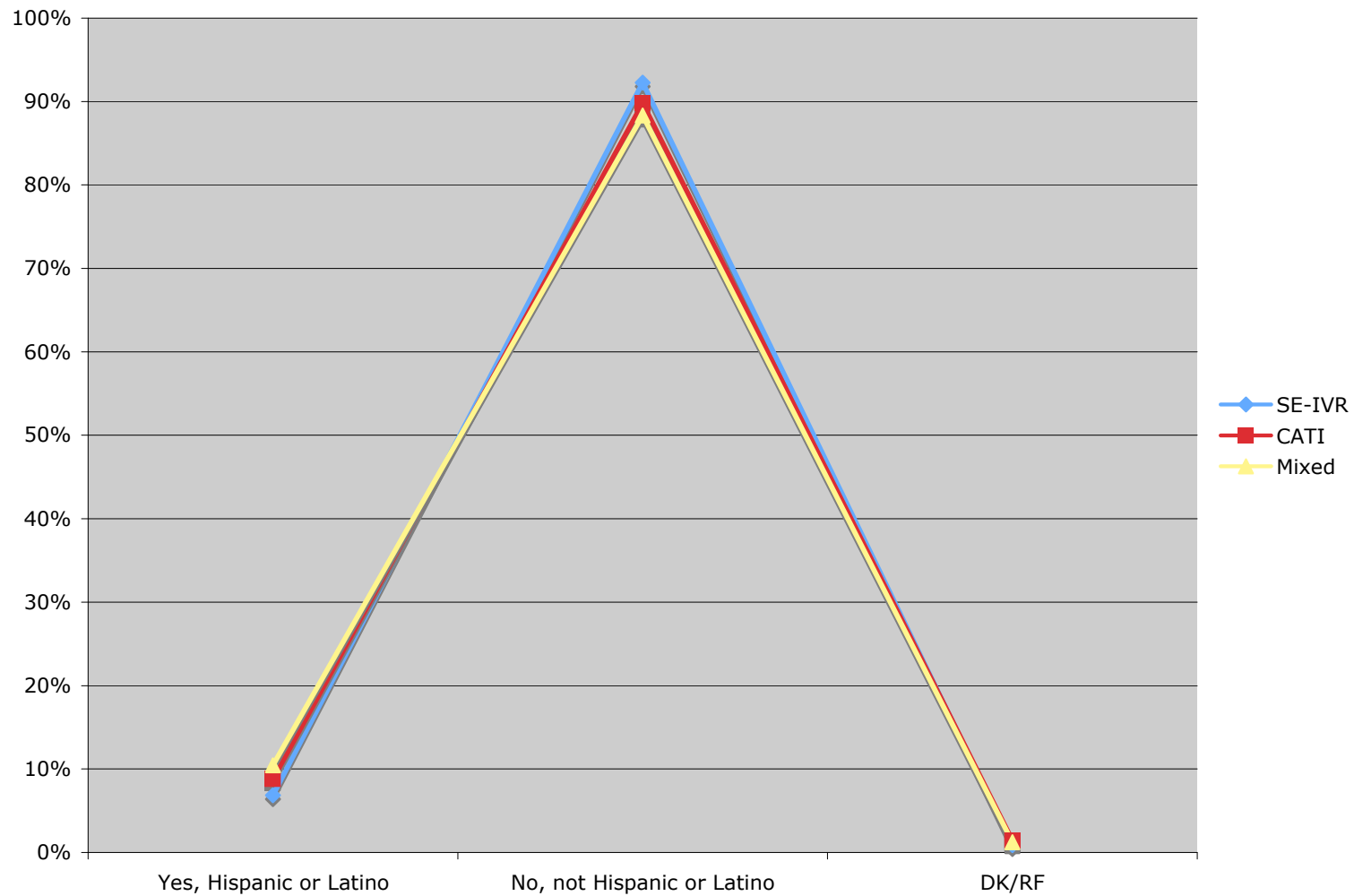
Do SE-IVR Respondents Differ?

- **Trend toward higher education**
- **No difference in Hispanic ethnicity**
- **Larger proportion are White**

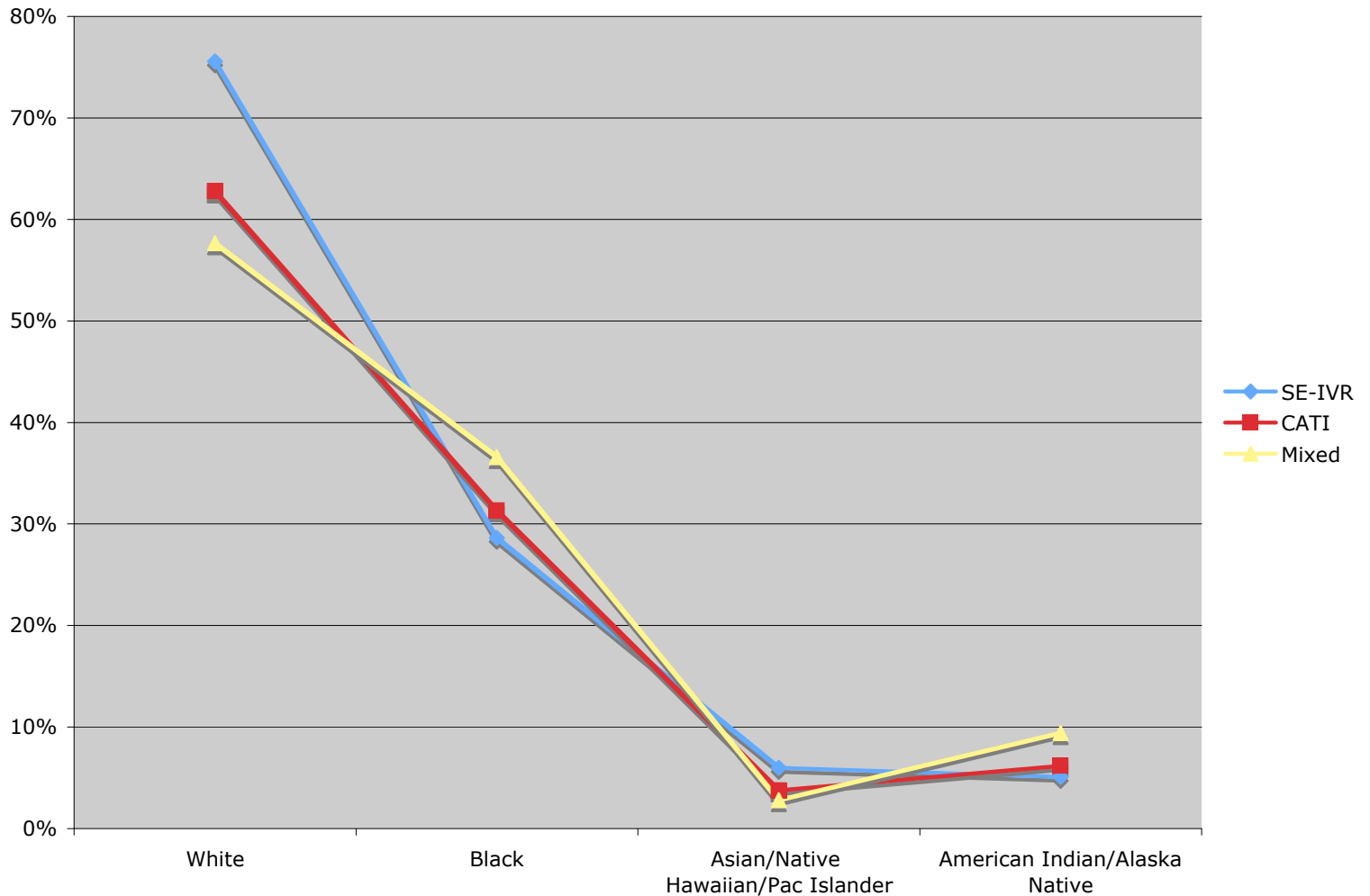
All Respondents: Education



All Respondents: Ethnicity



All Respondents: Race



Next Steps

- **Analysis of survey data**
- **Analysis of process or “meta” data**