

Track: CAHPS College
Date & Time: April 19, 2010, 2-5 pm

Administering a CAHPS Survey

Patricia (Trish) Gallagher, PhD

Center for Survey Research
University of Massachusetts Boston
&
Yale CAHPS Team



Key Decisions

- What are your information needs?
 - Accreditation; Reporting; Benchmarking; Trending
- Which aspects of health care are of interest?
 - Hospital; nursing home; dialysis center; health plan; dental plan; home health agency; individual clinician; medical group
- What are the language requirements of target population?
- Which modes of administration will you use?

Standardization Enables Comparisons!

- Compare your data
 - Point-in-time
 - Over time
 - National and regional benchmarks
 - CAHPS Database
- What needs to be standardized?
 - Survey items
 - Survey item order
 - Administration protocols
 - Analysis
 - Composite measures

Your CAHPS Survey Instrument

- Item content informed by your information needs
- Start with the CAHPS questionnaires
 - Survey & Reporting Kit
 - CAHPS core items
- Then peruse CAHPS Supplemental Item Sets
 - Specific to each CAHPS survey
- Are there any in-house survey items to include?
 - Trending
 - Item placement

Develop the Sample Design

- Determine the sampling unit
 - Unit of interest vs. individuals to be surveyed
- Determine sample size
 - The number of respondents required per unit to obtain reliable estimates
 - Response rate required to achieve this
- Can you afford to achieve this response rate?
 - Modes of administration

Implementing Your Sample Design

- Research the ***availability*** and ***quality*** of the contact information for all eligible sample members
- Acceptability of sampling plan to major stakeholders

Survey Administration

- The CAHPS Survey & Reporting Kit includes protocols for three modes of administration:
 - Mail only
 - Telephone only
 - Mixed mode (Mail followed by Telephone)
- The CAHPS Team is currently field testing additional modes:
 - Web-based administration
 - In-office hand out of questionnaires

Selecting Your Mode of Survey Administration

- Type of contact information available
- Response rate requirements
- Cost and resource constraints
- Timeframe for data collection

Guidance in CAHPS Survey & Reporting Kit:

Analysis

- Survey-specific instructions
- Instructions for calculating composite measures
- Generic instructions for using the CAHPS Macro

Reporting

- General guidance about reporting survey results

Primary Resource for Guidance & Help

- Refer to CAHPS® Survey & Reporting Kit
 - **www.cahps.ahrq.gov**
 - Questionnaire preparation
 - Sampling guidelines
 - Data collection protocols
 - Preparation of data for analysis
 - Conducting analyses
 - Survey data reporting

More Resources for Guidance & Help

- Contact CAHPS Survey User Network
 - **CAHPS1@ahrq.gov** or **1-800-492-9261**
- Contact National CAHPS Benchmarking Database
 - **NCBD1@ahrq.gov** or **1-888-808-7108**
- Consult an experienced CAHPS vendor
 - Hospital CAHPS: CMS approved
 - Health Plan & Clinician-Group: NCQA approved
 - Home Health Care: CAHPS approved

Questions and comments welcome!