

Track: SOPS College
Session: Getting Started & Survey Administration
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Getting Started and Survey Administration

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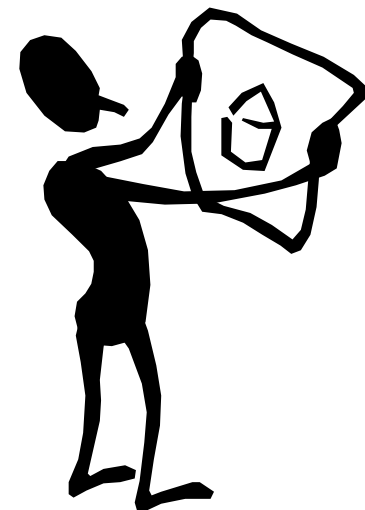


Objectives

- Planning your survey
- Determining whom to survey
- Determining your data collection methods
- Establishing data collection procedures
- Conducting a Web-based survey

Planning Your Survey Project

- Read appropriate Survey User's Guide available on AHRQ Web site at <http://www.ahrq.gov/qual/patientsafetyculture/>
- Assess your available resources
- Develop project budget
- Determine project scope
- Develop realistic project schedule



Planning Your Survey Project

Project Timeline

Task Timeline for Project Planning	Preparation /Planning	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10
Getting Started											
Determine Available Resources, Project Scope & Schedule	✓										
Decide Whether To Use an Outside Vendor (& Select Vendor)	✓										
Form a Project Team	✓										
Selecting A Sample											
Determine Whom To Survey		✓									
Determine Your Sample Size		✓									
Compile Your Sample List		↔	↔								
Review and Fine-Tune Your Sample			✓								
Determining Your Data Collection Methods											
Decide How Surveys Will Be Distributed and Returned		↔	↔								
Establish Points-of-Contact Within the Hospital			↔	↔							
Developing Your Data Collection Procedures											
Decide Whether To Track Responses Through Identifiers			✓								
Assemble Survey Materials (develop and print materials)			↔	↔							
Send Prenotification Letter				✓							
Send First Survey					✓						
Track Responses and Response Rates						↔	↔	↔	↔	↔	↔
Send First Reminder							✓				
Send Second Survey									✓		

} End of data collection

Planning Your Survey Project

- Use an Outside Vendor?
- Pros
 - Experienced staff
 - Neutrality and credibility of survey results
 - Better quality and more timely results
- Cons
 - Expense



Planning Your Survey Project

- Form a Project Team
- Team responsibilities
 - Planning and budgeting
 - Establishing points of contact
 - Preparing publicity materials
 - Preparing survey materials
 - Distributing and receiving survey materials



Planning Your Survey Project

- Team responsibilities (continued)
 - Tracking survey response and calculating preliminary response rates
 - Examining returned surveys at end of data collection to identify completes and calculating official response rate
 - Handling data entry, analysis, and report preparation
 - Coordinating with and monitoring an outside vendor (if applicable)

Determining Whom To Survey

- Choose your survey population
 - All staff (a census)
 - Subset of staff (a sample—should be representative)
 - Combination of both of these
- Determine your sample size
 - Budget considerations
 - # of responses you want to receive
 - Expected response rate
 - Sample size: at least *twice* # of responses desired
- General recommendation: conduct a census

Determining Your Data Collection Methods

- Distributing surveys
 - Paper?
 - Web?
 - Both?
- For nursing home, recommend paper administration
- For medical office, no clear finding to date, but most have administered paper

Determining Your Data Collection Methods

Hospital Survey Administration Mode and Response Rates by Database Year

Survey Admin Mode	% Hospitals				Average Hospital Response Rates			
	2007	2008	2009	2010	2007	2008	2009	2010
Paper only	56%	48%	44%	32%	62%	60%	58%	63%
Web only	25%	27%	33%	45%	43%	44%	45%	50%
Both	19%	25%	23%	23%	53%	52%	52%	56%

- Web only survey mode has increased every year
- Paper survey administration mode yields higher response rates

Determining Your Data Collection Methods

- Returning surveys
- Establishing a point of contact
 - Single facility
 - Multiple facilities within a healthcare system
- Reference: Dillman DA, Smyth JD, Christian LM. Internet, mail, and mixed-mode surveys: The tailored design method. 3rd ed. New York: Wiley; 2009.

Establishing Data Collection Procedures

- Publicize and promote survey
- Follow best practices in survey administration
 - First survey
 - Reminder postcard or letter
 - Second survey



Establishing Data Collection Procedures

- Consider using incentives to maximize response rates
 - Individual or group
- Why response rates are important
- Decide whether to use identifiers: anonymity vs. confidentiality
 - Individual identifiers
 - Site identifiers
 - Combination of both
- Develop and assemble survey materials
 - Site/System POC letter and simple data collection protocol
 - Survey materials

Establishing Data Collection Procedures

- Track responses
- Calculate preliminary response rates for each round of followup

$$\frac{\text{Number of surveys returned}}{\text{Number of surveys distributed minus ineligible}}$$



- Close out data collection

Conducting a Web-Based Survey

Pros

- Simpler logistics: no printing, letters, labels, envelopes, postage; no completed paper surveys to manage
- No need for data entry; minimal data cleaning
- Potential for faster data collection



Cons

- Typically have lower response rates
- Time and resources for development and testing
- Limited access to Internet or e-mail
- Individual differences in computer and Internet use

Conducting a Web-Based Survey

- Design and pretest
 - Assess various software applications available; use a vendor
 - Do not force respondents to answer every question
 - Thoroughly pretest (essential and mandatory)

Conducting a Web-Based Survey

- Optional design decisions to consider
 - Provide respondents a way to assess survey progress
 - Allow respondents to print hard-copy version and complete on paper

Conducting a Web-Based Survey

- Develop Web-based data collection plan
 - Add several weeks to prep and planning stage to design, program, and test Web survey
 - E-mail staff a prenotification letter
 - Personalize to help boost response rate
 - Conduct followup to improve response rates
 - Use combination of printed and electronic reminders

Technical Assistance & Questions

- For technical assistance, you can contact
 - SafetyCultureSurveys@ahrq.hhs.gov, or
1-888-324-9749
- Questions?

