HOW ARE CAHPS SURVEYS ADMINISTERED?

Stephanie Fry
Senior Study Director
Westat
Sampling varies by survey and reporting goals

Consider:

- Data use and level of reporting
- Data collection methodology
- Expected number of people who will respond
## Data Collection Approaches

**We Have Tested**

- Mail
- Email notification
- Patient portal
- SMS text message
- Interactive Voice Response (IVR)
- In-office distribution
- Telephone
- In-person interviews
Data Collection Approaches Yielding Higher Response Rates

• Mail

• Telephone

• Mixed Mode
  ► Mail with telephone follow-up
  ► Notification of web survey with mail or telephone follow-up

*Survey environment rapidly evolving; CAHPS Consortium continues extensive testing*
Analysis of Survey Results

- Calculation of survey composite measures
- Case mix adjustment
  - CAHPS SAS macro

Diagram showing the calculation of composite measures from individual questions (Q1 to Q5) leading to composite measure 1 and composite measure 2.
AHRQ CAHPS Web site: www.ahrq.gov/cahps
- Surveys
- Survey administration methods
- FAQs and answers
- Bibliography
- CAHPS Ambulatory Care Improvement Guide

AHRQ CAHPS Database

Technical Assistance

TalkingQuality: www.ahrq.gov/talkingquality