

# Contents of the ECHO<sup>®</sup> Survey\* and Reporting Kit 2004

<b>What's in the Kit?</b> .....	<b>1</b>
ECHO Questionnaires 3.0 .....	1
Technical Instructions .....	2
Additional Materials .....	2
Data Analysis Programs .....	3
<b>Special Note to New Sponsors and Vendors</b> .....	<b>3</b>
Table 1. ECHO Survey 3.0: Key Implementation Requirements .....	3

\* ECHO stands for Experience of Care and Health Outcomes. The ECHO Survey is the CAHPS survey of behavioral health services provided by managed care plans and managed behavioral health organizations.

## What's in the Kit?

The *ECHO Survey and Reporting Kit 2004* includes the ECHO questionnaires (version 3.0), technical instructions, and several additional materials designed to support you in fielding the survey and reporting results.

### ECHO Questionnaires 3.0

The Kit you have downloaded includes the instrument version in the language you requested for both adults and children (note: the instrument for children is available in English only). It also has a set of supplemental items for adults and a set of items that you will use if you opt to field the survey to a sample that combines users and non-users of behavioral health services (see **Instructions for Fielding the ECHO Survey 3.0** [Document Number 23] to learn about sampling options).

Instrument Version	Language	Population	Document Number
Managed Care Organization	English	Adults	251a
		Children	254
	Spanish	Adults	251b
Managed Behavioral Healthcare Organization	English	Adults	252a
		Children	255
	Spanish	Adults	252b
<b>Additional Item Sets</b>			
Supplemental Items	English	Adults	257a
	Spanish		257b
Mixed Sample Set	English	Adults	258a
	Spanish		258b

## Technical Instructions

These documents contain guidelines for selecting your sample, administering the questionnaire, preparing the data to be analyzed, and analyzing the data for reporting purposes. It is important to follow these technical guidelines so that the results you produce are comparable to those produced by other sponsors of the ECHO Survey. This comparability is especially critical if you choose to participate in the National CAHPS Benchmarking Database (or simply the CAHPS Database), which will allow you to see how your results compare to local, regional, and national benchmarks. (For more information about the CAHPS Database, please visit [https://www.cahps.ahrq.gov/content/ncbd/ncbd\\_Intro.asp](https://www.cahps.ahrq.gov/content/ncbd/ncbd_Intro.asp).)

- **Instructions for Fielding the ECHO® Survey 3.0** (Document No. 23) includes:
  - Guidelines for constructing a sample frame and selecting a sample;
  - A strategy for ensuring the privacy of personal health information;
  - An acceptable protocol for data collection; and
  - Recommended approaches to tracking responses and calculating the response rate.

The use of these instructions is especially important if you want the results of your survey to be comparable to other results locally, regionally, or nationally, or if you want to be able to analyze trends in results over time.

The appendix of this document includes some useful reference information, including a review of the steps that a vendor should take to transform the raw data from the ECHO survey into data that the analytical programs can use.

- **Instructions for Analyzing CAHPS® Data** (Document No. 15E) explains how the SAS analysis programs work and how CAHPS sponsors and vendors can use the programs to interpret the results of the Health Plan Survey.
- **Supplemental Instructions for Analyzing ECHO® Data** (Document No. 25) suggests ways to adapt the analysis programs to the ECHO Survey.

## Additional Materials

- **Sample Letters (English)** – Document No. 261
- **Sample Script for Initial Telephone Contact (English)** – Document No. 262a
- **Reporting Measures for the ECHO Survey 3.0** – Document No. 209

- **ECHO Survey 3.0: Comparison of the Adult and Child Questionnaires** – Document No. 201

## Data Analysis Programs

The Kit includes the SAS data analysis programs that sponsors or vendors can use to analyze the results of the ECHO Survey.

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## Special Note to New Sponsors and Vendors

If you are new to CAHPS, please keep in mind that the usefulness of the ECHO survey as a tool for comparing and assessing health care organizations depends on your fidelity to the guidelines presented in this Kit. In order to compare your results to other surveys and to report comparative information based on the data drawn from the questionnaire, it is critical that you follow the guidelines as closely as possible. If you must deviate from these guidelines, please first consult with the CAHPS User Network by sending an email to [cahps1@ahrq.gov](mailto:cahps1@ahrq.gov) or calling (800) 492-9261.

Table 1 summarizes the key requirements for implementing the ECHO Survey 3.0. Please review the technical instructions for more detail.

**Table 1. ECHO Survey 3.0: Key Implementation Requirements**

Survey Administration	ECHO Guideline Specifications
Survey Instrument	ECHO 3.0
Administration	When possible, survey should be conducted by a third party vendor according to guidelines in the ECHO Kit.
Collection mode	Mail, telephone or mixed mode protocols are accepted. Internet enhancement is accepted.
Sample size	The sample needs to be large enough to yield 411 completed surveys per health care organization, a cost-effective method shown to produce statistically valid survey comparisons.
Response Rates	Target rates are 50 percent for commercial and Medicare populations and 40 percent for Medicaid populations, but lower rates are accepted.
Completion criteria	A questionnaire is complete if it has responses for 50 percent or more of key items. (For more information, please see the appendix to <b>Instructions for Fielding the ECHO Survey 3.0.</b> )

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Table 1. ECHO Survey 3.0: Key Implementation Requirements (continued)

Data Analysis	ECHO Guideline Specifications
Case Mix Adjustment	CAHPS recommends adjusting the data for age, education and self-reported health status. Sponsors have the option of adjusting the case-mix for other factors as well. (In its comparisons of reports and ratings, the CAHPS Database adjusts the data for respondent age, education, and self-reported health status.)
Ratings	Ratings are presented using a three-category display for the 0-10 scale questions: 0-6, 7-8, 9-10.