

# Implementing the CAHPS Survey at the Physician Level

## A Centralized Approach for Survey Administration

Donna Marshall, MBA  
Executive Director  
Colorado Business Group on Health



# Colorado Business Group on Health

- Member organization
- Established in 1996
- Mission: The mission of the Colorado Business Group on Health is to advance the purchaser role to accelerate cost effective, high quality healthcare.
- Vision: Purchasers—united, motivated, and focused on health care value and quality.



**One of over 60 coalitions in the U.S.; a proud member of the National Business Coalition on Health**



# Colorado Business Group on Health

## Purchasers:

- Boards of Education Self Funded Trusts
- Boulder Valley School District
- City of Colorado Springs
- Colorado College
- Colorado Public Employees' Retirement Association
- Colorado Springs School District #11
- Colorado Springs Utilities
- Poudre School District
- State of Colorado
- TIAA-Cref
- University of Colorado

[Info@CBGHealth.org](mailto:Info@CBGHealth.org)

[www.coloradoHEALTHonline.org](http://www.coloradoHEALTHonline.org)

## Associations:

- Colorado Education Association
- Denver Metro Chamber of Commerce
- Rocky Mountain Healthcare Coalition
- South Metro Chamber of Commerce

## Affiliates:

- 21 Affiliates



# Presentation overview: Colorado CAHPS Survey Project

- Importance of this project in our market
- Implementation
  - Partners
  - Survey administration
  - Data displays
- Business Models
- What's New?

# The Colorado CAHPS Survey Project

## ■ Importance of this project in our market

CBGH has provided leadership for transparent information since 1997

- For the benefit of members and the market
- Based on nationally standardized metrics
- In collaboration with health plans, hospitals, and physicians

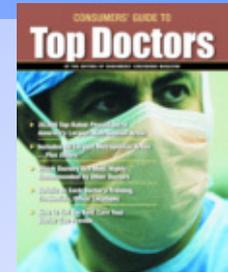


# The Colorado CAHPS Survey Project Partners

- "Center for the Study of Services/Consumers' CHECKBOOK"
- Major partners **before** the survey was conducted
  - Health plan partners: Aetna and United
  - Members of the Colorado Business Group on Health
  - Colorado Medical Society
  - Colorado Association of Family Physicians
  - Key physician groups
- At the end of the project: a consumer and community discussion



# The Colorado CAHPS Survey Project Administrator



- Center for the Study of Services
- Nonprofit, founded 1974
- Publisher of information directly for consumers in print and online—
  - *CHECKBOOK*, a Consumer Reports-like magazine and website on all kinds of local services—from auto repair shops to plumbers to physicians—in seven major metro areas
  - Nationally distributed books and online ratings of hospitals, physicians, and health plans
  - Ratings have been widely reported—for example, were source of AARP/Modern Maturity “50 Top Hospitals” list.
  - Has been a consumer representative on NCQA Committee on Performance Measurement, AHRQ National Advisory Council, IOM panels, etc.

# Survey Administration: Overview

- Informational meetings held with CBGH members and the Colorado Medical Society to endorse project
- Health plans provided the names and addresses of patients who were associated with the primary care physician
- Informational letters sent to physicians in advance of survey administration
- Responses compiled by Center for Study of Services

# Survey Administration: Scope & Outcomes

- Used NQF-endorsed mail survey protocol with minor modifications to the 12-month version.
- Surveyed at least 113 patients per doctor (CAHPS recommendation) and went up to 150 patients per doctor if available (average of about 145 per doctor).
- 713 PCPs included in Kansas City; 479 PCPs in Denver; 437 PCPs, cardiologists, and ob/gyns in Memphis.
- Response rates ranged from 36% (in Denver) to 42% (in Kansas City)—average of 48 completed surveys per doctor in Denver, 51 in Memphis, 58 in Kansas City.



# The CAHPS Survey Project Reporting

## ■ Informing our community:

- Physician webinars
- Meetings with Executive Committee of the Colorado Medical Society
- Stakeholder/ consumer meeting held in advance of the release of data

## ■ Release of data to physicians 60 days in advance of the public reporting

All licensees must follow AQA Alliance's Principles for Public Reporting, including full disclosure of methods and limitations.

**CHECKBOOK** A Nonprofit Consumers Information & Service Resource  
**What Patients Say About Their Doctors**

**Overall Rating of Doctor**

677 doctors found. 100 displayed per page.

Go to Page: (1) 2 3 4 5 6 7 Next

Sort table by: Overall ratings (highest)

**Narrow Search:**

Show doctors within  
 75 miles of zip 64101

**Specialty:**  
 -- All --  
 Family Medicine  
 General Practice  
 Geriatric Medicine  
 Internal Medicine

Show only doctors rated statistically Better than average.

If you want to find only a specific doctor, enter name:  
 First Name Last Name

**Compare Doctors (up to 4):**

[Explanations & methodology](#)

Doctor's name Click on name for full report on doctor.	How many patients answered survey	Specialty	Miles from zip	Overall rating and whether statistically Better or Lower than community average
<b>Kansas City-area, all-physician average</b>				81
<b>Choose up to 4 doctors to compare.</b> <input type="button" value="Compare"/>				
<input type="checkbox"/> <b>Dr. David Graham</b> 20375 West 151st Street Suite 105 Olathe, KS	100	Family Medicine	20.91 miles	96  Better
<input type="checkbox"/> <b>Dr. Ammon Verdught</b> 20 Northeast Saint Luke's Blvd. Suite 200 Lees Summit, MO	94	Internal Medicine	19.25 miles	95  Better
<input type="checkbox"/> <b>Dr. John Moore</b> 6400 Prospect Ave Ste 238 Kansas City, MO	73	General Practice Internal Medicine	8.89 miles	95  Better
<input type="checkbox"/> <b>Dr. John L Dunlap</b> 5701 W 119th St Overland Park, KS	97	General Practice Internal Medicine	14.04 miles	95  Better
<input type="checkbox"/> <b>Dr. Steve Glalde</b> 1900 Broadway Street Oak Grove, MO	62	Family Medicine	26.04 miles	94  Better
<input type="checkbox"/> <b>Dr. Bradley Appl</b> 1420 S 42nd St Kansas City, KS	82	Family Medicine	6.55 miles	94  Better
<input type="checkbox"/> <b>Dr. Darryl Nelson</b> 2000 Southeast Blue Pkwy. Suite 270 B Lees Summit, MO	64	Family Medicine	21.57 miles	94  Better
<input type="checkbox"/> <b>Dr. Scott Kuennen</b> 5501 Nw 62nd Terrace Ste 100	54	Family Medicine	7.70 miles	94  Better

## What Patients Say About Their Doctors

[Click here to return to other doctors.](#)

[Click here for what it all means, and survey methods.](#)

Comparison of: Dr. Carla Aamodt  
Dr. James Allen  
Dr. Douglas Anderson

Doctors' scores and whether statistically **Better** or **Lower** than community average



Overall rating of Doctor...	Dr. Aamodt	82		
	Dr. Allen	56		Lower
	Dr. Anderson	91		Better
	Community Average	81		

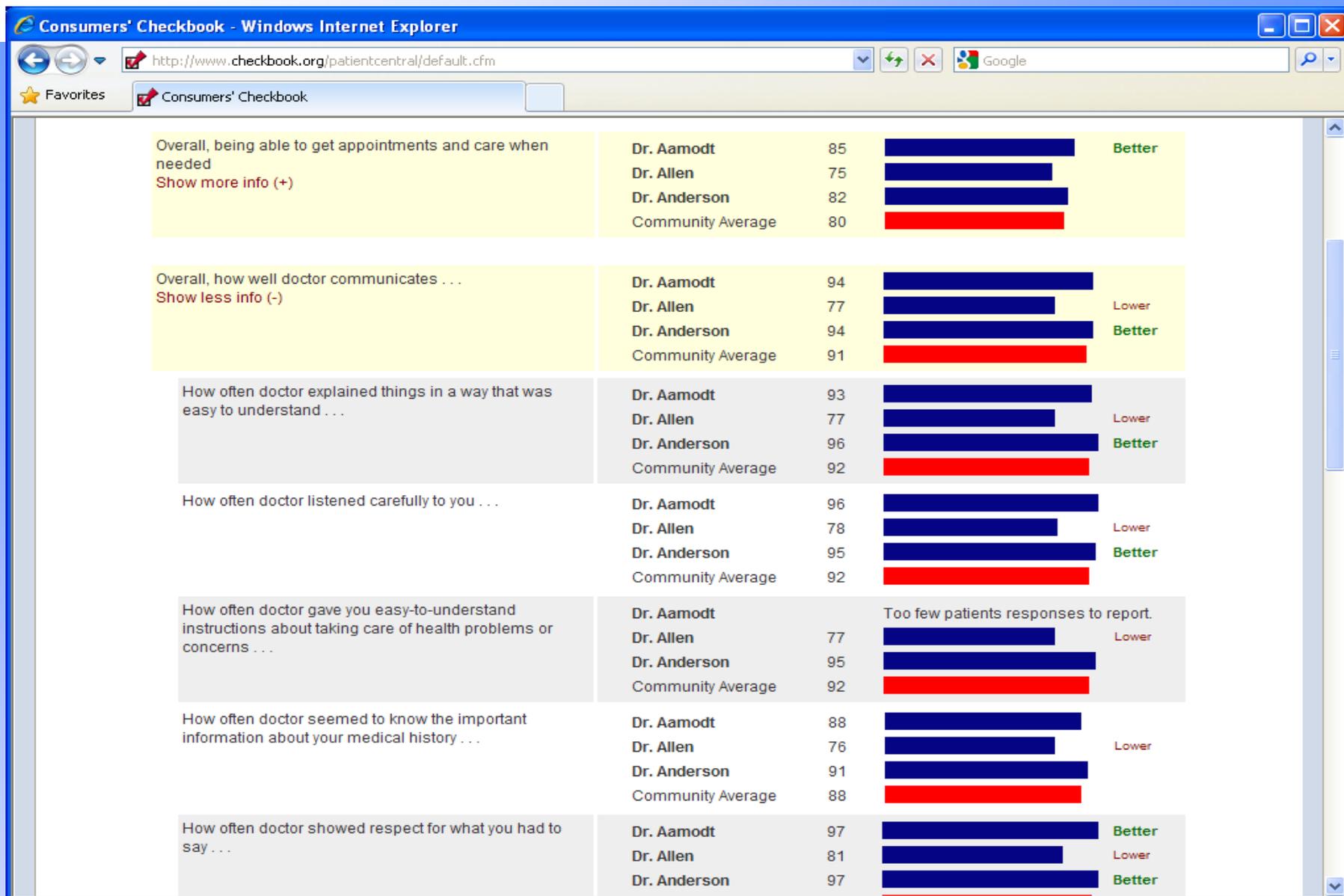
Overall, being able to get appointments and care when needed <a href="#">Show more info (+)</a>	Dr. Aamodt	85		Better
	Dr. Allen	75		
	Dr. Anderson	82		
	Community Average	80		

Overall, how well doctor communicates ... <a href="#">Show more info (+)</a>	Dr. Aamodt	94		
	Dr. Allen	77		Lower
	Dr. Anderson	94		Better
	Community Average	91		

When doctor ordered a blood test, x-ray, or other test for you, how often someone from doctor's office followed up to give you those results ...	Dr. Aamodt	91		
	Dr. Allen	84		
	Dr. Anderson	93		Better
	Community Average	89		

Overall, helpfulness and courtesy of office staff ...	Dr. Aamodt	88		
---	------------	----	--	--

# Question-by-Question Detail



# Survey Results for Colorado Market

	“Always”
When you phone the doctor’s office to get an appointment for care you need right away, you always get an appointment as soon as you think it is needed.	61%
When you phone the doctor’s office with a medical question during regular office hours, you always get an answer to your medical question that same day.	49%
The doctor always listens carefully to you.	78%
The doctor always gives you easy to understand instructions about taking care of health problems or concerns you have discussed.	76%
Clerks and receptionists in the doctor’s office are always as helpful as you think they should be.	50%

# The CSS CAHPS Survey Project Business Model

- Initial pilot projects were in Kansas City, Denver, Memphis.
- Checkbook/CSS, was the survey sponsor.
- Results are being reported *free* to the public at the individual physician level on a Checkbook/CSS website.
- Checkbook/CSS is also licensing the results *free* to community coalitions to report on their websites (Kansas City Quality Improvement Consortium, Healthy Memphis Common Table, CBGH).
- Checkbook/CSS is licensing results *for a fee* to health plans—and possibly medical groups and others—which can use in provider directories, P4P, quality improvement, certification or accreditation activities etc.

## Variations on the Business Models

- Where is the source/ the impetus to create a model that the community will support?
  
- Key questions:
  - What survey, or what variations on existing survey tools?
  - Where does the sample come from?
  - Who administers the survey: from sample selection to aggregation of results?
  - Who pays?
  - How are results used?

## Possible Variations on the Business Models

### ■ Where is the source of the sample frame?

- Multiple health plans pool data
- One health plan entirely is data source
- Multiple health plans and multiple medical groups
- One health plan and multiple medical groups
- Multiple medical groups
- One medical group system

### ■ Who administers?

- Multiple health plans coordinate
- One health plan
- Multiple medical groups or one medical group system
- An independent administrator

# Advantages of the Coordinated Administration Model

- Physicians' scores are not affected by the plan patient is in.
- Can share costs, and avoid repeated startup overhead.
- Makes adequate sample sizes per doctor possible.
- Keeps down respondent burden.
- Avoids confusion of different results for the same doctor.
- Enhances likelihood of impact on doctors.
- Enhances visibility and potential impact on consumers.
- Adds insulation from possible physician pushback.

## Continued

- Facilitates sharing results/collaboration with other users—e.g., for specialty board Maintenance of Certification.
- May make it easier to get support from foundations, government.
- Makes possible nonprofit mailing rates.
- Timing of the project: once per year or every other year.

## Advantages of the Centralized Model to CBGH

- Coalitions with few resources can partner with a survey administrator and local health plans
- Health plan partners are important in communities with few large medical groups

# What's New?/ Conclusion

Latest statistics: over 50,000  
unique web visits since July  
2009

## What's new: New York City Project

- Survey in the field May through July, 2010
- 936 Physicians, over 147k patients
- Public reporting planned for December
- Health plan support: Aetna, CIGNA, Oxford, United

**We would like to repeat the  
process in Colorado**

