

Transitioning to the CAHPS® Hospital Survey: Brief Case Studies of Three Options

CAHPS User Group Meeting
Baltimore, MD
March 30, 2006

Susan B. Frampton, Ph.D.
President, Planetree

An Early Opportunity for Planetree Affiliates to Pilot H-CAHPS Survey

- Planetree Affiliates were invited to participate in a test-run of the H-CAHPS instrument telephone version in summer/fall 2005.
- The pilot was coordinated by Planetree in cooperation with AHRQ and the Connecticut Hospital Association, who ran a concurrent pilot in CT hospitals, using mailed version.
- Where numbers of discharges allowed, participants were asked to commit to a minimum of 100 completed calls per month for a three month period.
- Participants had a choice of using three options.

Three Options:

- The H-CAHPS telephone survey replaces the current inpatient questionnaire
- Both the H-CAHPS Survey and the current inpatient survey are run simultaneously
- A hybrid of the two surveys is used
 - Q1-Q22: H-CAHPS questions
 - Q23-34: Planetree patient-centered questions
 - Q35-39a: H-CAHPS Demographic questions

Sampling Guidelines:

- An electronic file of patients discharged within the last 30 days was sent, including the following data points: phone number, name, ID #, date of discharge, zip code
- Exclusions included psychiatric, peds under 18 years, no overnight stay, wish not to be contacted
- Sites choosing to continue current inpatient survey, in order to prevent surveying the same patients twice, sent file lists that didn't include duplicate names

How was the telephone survey conducted?

- Seasoned, mature interviewers with an average of 3 years experience conducting Planetree affiliate's patient satisfaction telephone interviews.
- Telephone interviews conducted Monday through Friday in three calling shifts; 10 am to 1 pm, 2 pm to 5 pm, & 7pm to 10 pm. Whenever possible, interviews avoided during dinner hours between 5-7pm in each time zones. Optional Saturday calling hours from 10 am to 2 pm if needed.
- Interviewers closely monitored for questionnaire compliance.

How was the data reported?

- Individual results forwarded each month within approximately 7-10 days of receipt of patient data file.
- Results displayed in report form with frequency distributions for each question.
- The H-CAHPS data cut by primary and secondary service areas and by secured and non-secured customer.

What is a “Secured Customer”

- Secured Customers are defined as those patients responding in the following way to these 3 key questions:
 - “Very Likely” to recommend the hospital to family and friends
 - “Very Satisfied” with the overall hospital stay
 - “Very Likely” to return and use the hospital in the future

Sample Data Table

Q23: If the need arose again, how likely would you be to go to this Hospital?

| | TOTAL | GEOGRAPHY | | PATIENT STATUS | |
|--------------------------|-----------|------------------|------------------|-------------------|-------------------|
| | | PSA | NON-PSA | SECURED | NON-SECURED |
| Base | 100 | 74 | 26 | 69 | 31 |
| Very Likely | 88 88% | 67 91% 76% | 21 81% 24% | 69 100% 78% | 19 61% 22% |
| Somewhat Likely | 10 10% | 6 8% 60% | 4 15% 40% | - - - | 10 32% 100% |
| Not too Likely | 1 1% | - - - | 1 4% 100% | - - - | 1 3% 100% |
| Not at all Likely | 1 1% | 1 1% 100% | - - - | - - - | 1 3% 100% |

HOSPITAL A RESULTS: Replaced inpatient survey with the H-CAHPS Survey

- | | | |
|---|---|--|
| <ul style="list-style-type: none"> • ORIGINAL SURVEY • # per mo: 100 • Length: 21 q's (6 open ended) • Time: Ave. of 10 minutes to administer • Call Attempts: 40% success rate on 1st call • Refusal Ratio: 5%; 10% of numbers are incorrect or disconnected or respondent is incapacitated | <ul style="list-style-type: none"> • H-CAHPS SURVEY • # per mo: 80% • Length: 28 q's • Time: Ave. of 8-10 minutes to administer • Call Attempts: 40% success rate on 1st call • Refusal: no change | <ul style="list-style-type: none"> • H-CAHPS SURVEY /SPANISH • # per mo: 20% • Length: 28 q's • Time: Ave. of 10-14 minutes to administer • Call Attempts: each call requires a bilingual follow-up • Refusal Ratio: always higher |
|---|---|--|

HOSPITAL A: Issues and Challenges

- The lower the satisfaction level, the longer the survey call.
- When encountering a Spanish only respondent, callbacks are scheduled with a bilingual interviewer. 10% of respondents who speak English are linguistically challenged and have difficulty comprehending all the questions asked in English. Some of those interviews are re-scheduled with a bilingual interviewer. **The current H-CAHPS guidelines prohibit scheduled calls.**
- Many Hispanic households are also initially suspicious when called due to immigration or billing issues which in some cases leads to a refusal, not available or wrong # response.
- Call Attempts: 40% reached on first call (higher in evening, lower during the day) Ex. 1: Goal: 100 completes-200 names on list, 80 completes on first call attempt, 20 completes on second call Ex. 2: Goal: 100 completes-150 names on list, 60 on first call attempt, 28 on second call, 12 on 3rd call.

HOSPITAL B RESULTS: Ran current inpatient survey simultaneously with the H-CAHPS Survey

- **CURRENT SURVEY**
- Length: 49 questions (8 open ended)
- Mailed survey
- Return Rate: 30-35%
- **H-CAHPS SURVEY**
- Length: 28 questions
- Time: Ave. of 8-10 minutes to administer
- Completion Rate: 40% on first call attempt
- Refusal Ratio: 5% & 10% of numbers are incorrect or disconnected or respondent is incapacitated

HOSPITAL C: Issues and Challenges

- Expanded version runs 10-12 minutes in length; interviewers will speed up questions for impatient respondents and complete in 8-9 minutes
- 30% of respondents get impatient or ask to “speed up the interview”
- Open probe questions sometimes result in lengthy interviews of 15 minutes or more, especially if hearing impaired or elderly
- Biggest challenges: deciding which questions to keep from original survey, avoiding duplication between H-CAHPS items and original survey questions, and the way the overall satisfaction question is scored

HOSPITAL C RESULTS: Replaced inpatient survey with H-CAHPS Survey hybrid

- ORIGINAL SURVEY
 - Length: 21 questions (6 open-ended)
 - Time: Ave. of 10 minutes to administer
 - Call Attempts: 40% success rate on 1st call
 - Refusal Ratio: 5%; 10% of numbers are incorrect or disconnected or respondent is incapacitated
- H-CAHPS SURVEY HYBRID
 - Length: 39 questions (5 open-ended questions)
 - Time: Ave. of 10-12 minutes to administer
 - Call Attempts: No change
 - Refusal Ratio: No change

GENERAL CONCERNS

- Delay in calling patients due to access to discharge data issues (up to one week delay)
- Respondents do not like the “race” question
 - One third of respondents react negatively to this question:
“What kind of a question is that to ask?” “None of your business” “What does this have to do with the survey?”
- The mandatory introduction is too long

