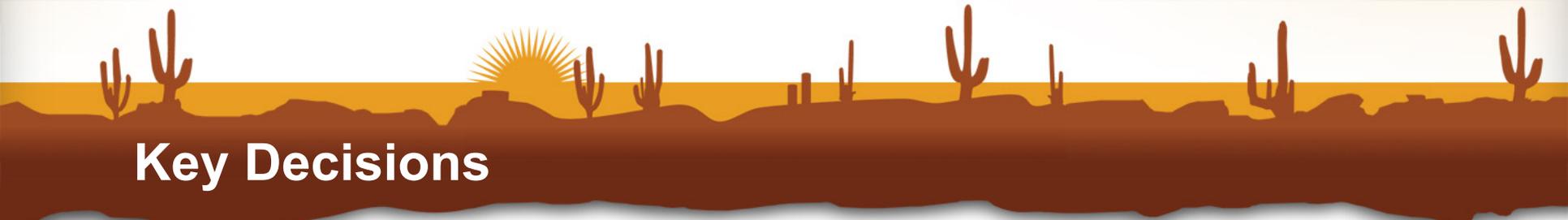


CAHPS COLLEGE

Conducting a CAHPS Survey

Julie Brown

RAND CAHPS Team



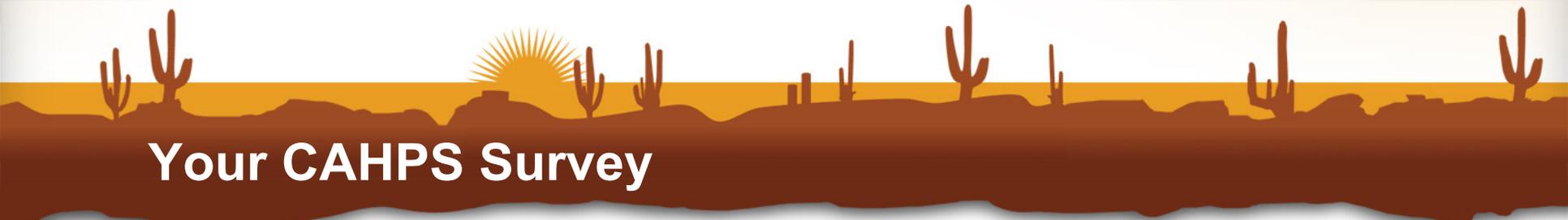
Key Decisions

- What are your information needs?
 - Accreditation
 - Reporting
 - Benchmarking or trending
- Which CAHPS survey to field?
- What languages to field?
- How to administer the survey?



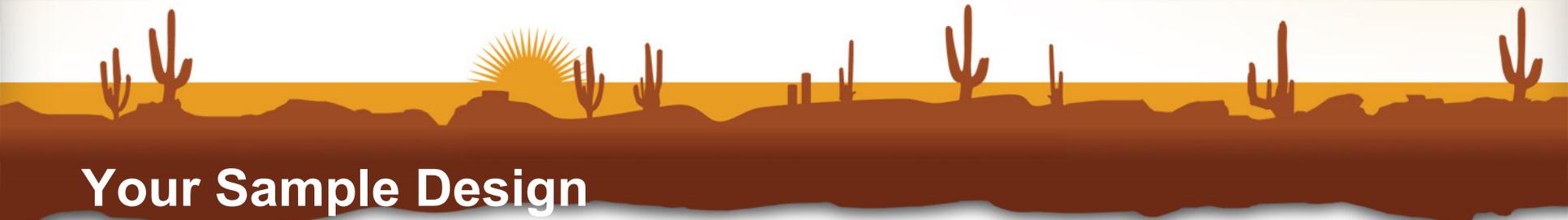
Determining Your Information Needs

- Which aspects of health care do you want to know about?
 - Hospital, nursing home, dialysis center, health plan, dental plan, home health agency, site of care, individual clinician
- Which units do you want to compare?
 - Internal and/or external comparisons
- What are your reporting goals?
 - Internal vs. external reports
 - Accreditation



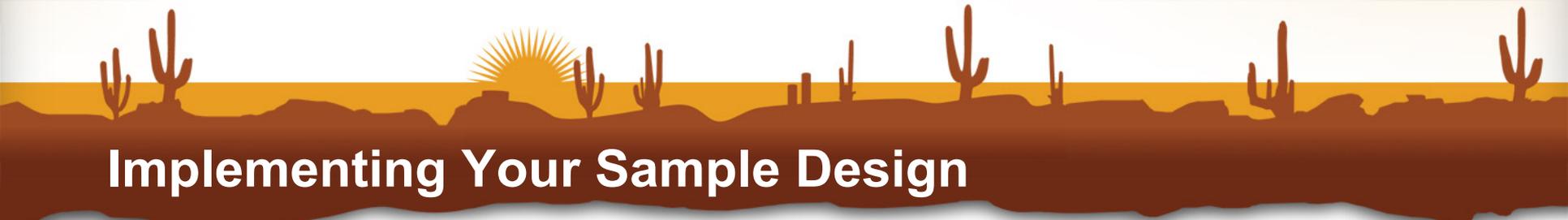
Your CAHPS Survey

- Informed by your information needs
- Start with CAHPS survey templates
 - Contain core survey items
- Shop the CAHPS supplemental item pool
 - Supplemental items are specific to each CAHPS survey
- Determine if there are any in-house survey items to include



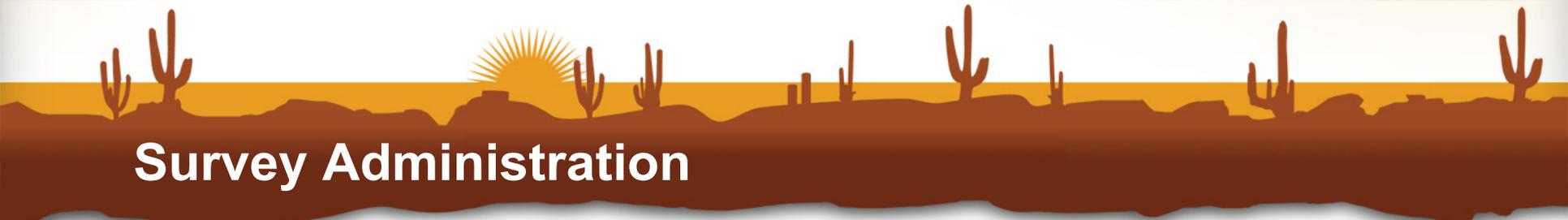
Your Sample Design

- Sampling unit is a function of your information needs
 - Unit of interest vs. individuals to be surveyed
- Specify the sample frame
- Determine sample size
 - Number of required respondents per unit



Implementing Your Sample Design

- Creating your sample frame
 - Building a list of all who are eligible to respond
 - Availability, and quality, of list of names and contact information
 - Whether and how to overcome barriers to gathering contact information
- Expectations about response rate
 - Informs sample size



Survey Administration

- CAHPS tool kit includes procedures and materials for three modes of administration
 - Mail only
 - Telephone only
 - Mixed mode (Mail and Telephone)



Selecting Your Mode of Survey Administration

- Type of contact information
- Response rate requirements
- Costs and resources
- Time frame for data collection



Resources for Guidance and Help

- Consult with National CAHPS Benchmarking Database
 - NCBD1@ahrq.gov or 1-888-808-7108
- Consult with experienced CAHPS vendor
 - HCAHPS accredited vendors
 - NCQA accredited vendors
- Refer to CAHPS® Survey & Reporting Kit
 - www.cahps.ahrq.gov
- Contact CAHPS Survey User Network
 - Cahps1@ahrq.gov or 1-800-492-9261