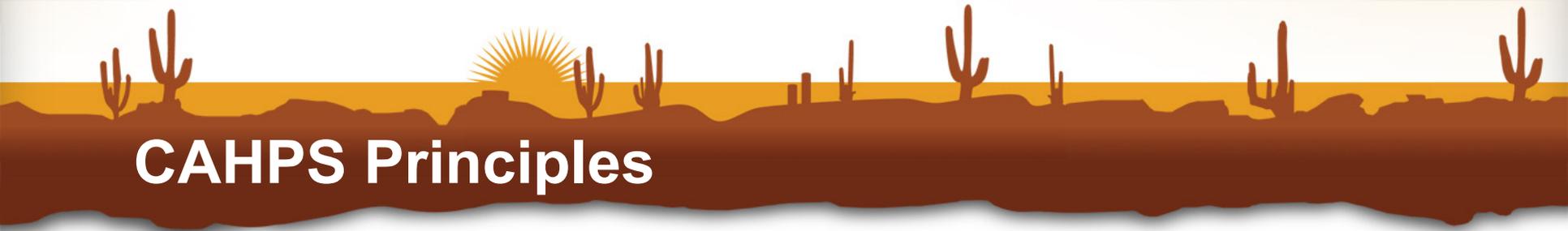


CAHPS COLLEGE

# CAHPS Principles and Survey Development Process

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# CAHPS Principles

- ❖ *Underlying the development of CAHPS survey instruments, procedures, and reports are the CAHPS principles*
- ❖ *These design principles inform the development process for all CAHPS surveys and item sets*



# Contributors To Survey Development

- ❖ *Stakeholders*
- ❖ *Technical Expert Panels*
- ❖ *AHRQ Staff*
- ❖ *CMS Staff*
  - For example, for surveys of Medicaid and Medicare members and Dialysis Patients
- ❖ *CAHPS grantees*
- ❖ *Westat Staff*



## Principle 1: Emphasis On Patients & Purchasers

*CAHPS surveys ask about aspects of care for which:*

- Patients are the best or only source of information
- Patients and purchasers have identified as being important



# #1 Enacted: Input From Key Stakeholders

## ❖ *Involvement of ALL major stakeholders*

- Federal Register Notices
- Environmental scan for measures
- Technical Expert Panels
- Members of the target population
- Outreach efforts



## #1 Enacted: Input from Key Stakeholders (con't)

### ❖ *Interviews with key informants:*

- Administrators
- Physicians
- Purchasers

### ❖ *Focus Groups & Cognitive Interviews*

- Members of the target population



## Principle 2: Reporting About Actual Experiences

- ❖ *CAHPS surveys are patient experiences of care surveys*
  - ❖ *Don't just ask "How satisfied are you?"*
- ❖ *Focus is on experiences and behaviors*
  - More actionable, understandable, specific, and objective than general ratings
  - Also include summary ratings



# Principle 3: Standardization

## ❖ *Instrument*

- Everyone administers items the same way

## ❖ *Protocol*

- Sampling, communicating with potential respondents, and data collection procedures are standardized

## ❖ *Analysis*

- Standardized programs and procedures

## ❖ *Reporting*

- Standard reporting measures and presentation guidelines



## #3 Enacted: Recommended Data Collection Protocols

### ❖ *Dual mode data collection*

- 1) Advance notification letter
- 2) 1<sup>st</sup> mailing of questionnaire packet
- 3) Reminder post card
- 4) Replacement mailing of questionnaire packet
- 5) Offer telephone interviews to mail nonresponders



# Principle 4: User Access To Benchmarking Data

## ❖ *CAHPS Database*

- Enables comparisons with other users



## Principle 5: Multiple Versions For Diverse Populations

- ❖ *Designed for all types of users*
  - Medicaid, Medicare, commercial users
  
- ❖ *Spanish language versions*



## Principle 6: Extensive Testing With Consumers

### ❖ *Cognitive testing*

- Iterative rounds
- Testing in Spanish as well as English

### ❖ *Field testing*

- To assess the effectiveness and feasibility of survey administration procedures and guidelines



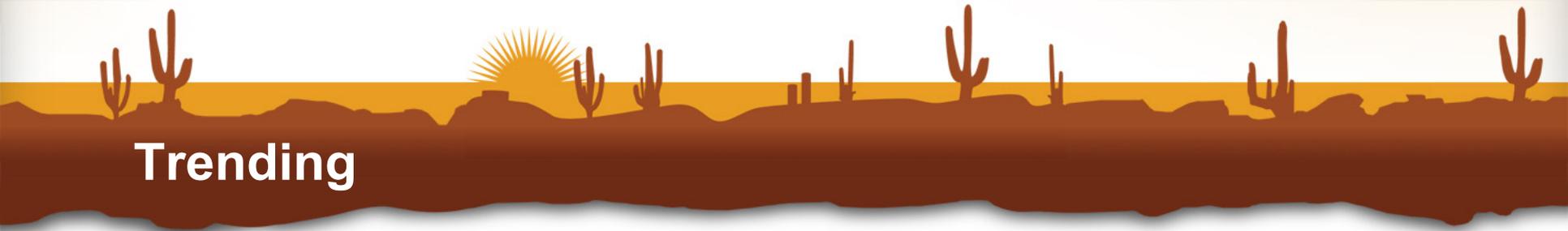
## Principle 7: Report Meaningful Information

- ❖ *Report information that patients and purchasers say is important*
- ❖ *Cognitive testing of report formats and language*
  - Maximize usability and comprehensibility



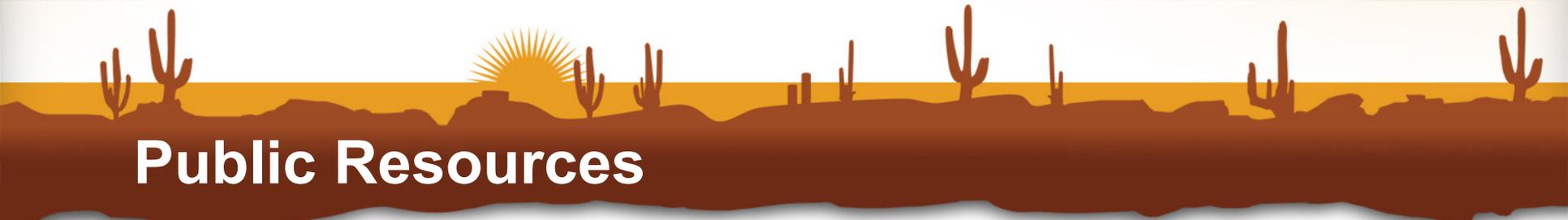
# Review Of The CAHPS Survey Development Process

- ❖ Literature review
- ❖ Federal call for measures
- ❖ Technical Expert Panel convened
- ❖ Interviews with key informants
- ❖ Focus groups
- ❖ Draft questionnaire
- ❖ Cognitive Interviews then revise questionnaire
- ❖ Field Test



## Trending

- ❖ *The CAHPS instruments are designed to accommodate items from existing surveys.*
- ❖ *Testing of an integrated questionnaire will allow facilities to track the trending of data for quality improvement purposes.*



# Public Resources

## ❖ *Free!*

### – Products

- Survey and Reporting Kits  
([www.cahps.ahrq.gov](http://www.cahps.ahrq.gov))

### – CAHPS Technical assistance

- Help Line (1.800.492.9261)
- E-mail Help ([cahps1@ahrq.gov](mailto:cahps1@ahrq.gov))