

# Advancing the Science of Patient Experience Assessment

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# CAHPS Family of Surveys



## Ambulatory Care Surveys

Health Plan  
Clinician & Group (CG-CAHPS)  
Cancer Care  
Surgical Care  
ECHO<sup>®</sup> (Behavioral health)  
American Indian  
Home Health Care  
Outpatient and Ambulatory Surgery  
Home and Community-Based Services

## Facility Surveys

Hospital (HCAHPS)  
In-Center Hemodialysis  
Nursing Home  
Hospice



# Core CAHPS Design Principles

- Focus on topics for which ***patients are the best or only source*** of information
- Include ***patient reports and ratings*** of experiences – not “satisfaction”
- Base question items and survey protocols on extensive stakeholder input and ***rigorous development and evaluation***
- All surveys and supporting materials are available for ***free***

# Survey Development Process

Literature Review/  
Environmental Scan

- What can be learned from prior studies and surveys?

Stakeholder Input

- Which topic areas are most important to stakeholders (e.g., clinicians, provider groups)? What do survey experts recommend?

Technical Expert  
Panel

Focus Groups &  
Interviews

- What matters most to patients and their families?

Cognitive  
Interviews

- Are draft survey questions interpreted correctly and consistently across respondents?

Field Test

- Which survey items and administration procedures result in the most accurate and comparable data?

# Updates and Additions to CAHPS Survey Suite

- **CG-CAHPS 3.0**

<https://www.ahrq.gov/cahps/surveys-guidance/cg/index.html>

- **Cancer Care**

<https://www.ahrq.gov/cahps/surveys-guidance/cancer/index.html>

- **Home and Community-Based Services**

<https://www.ahrq.gov/cahps/surveys-guidance/hcbs/index.html>

# Facilitating Use of CAHPS Surveys

- Supplemental items
  - Reconciliation
  - Search tool on CAHPS site

<https://www.ahrq.gov/cahps/surveys-guidance/item-sets/search.html>

- “Your CAHPS” tool
  - Web-based and interactive, allows users to identify CAHPS survey content by domain of care, composite, and by unit of interest (e.g., health plan, medical group)
  - Creates tailored survey using CAHPS guidance on item wording and placement

# CAHPS Patient Narrative Elicitation Protocol (NEP)

- A **structured series** of 5 open-ended questions that:
  - Prompts survey respondents to tell a **clear and comprehensive story** about their experience with a provider and his/her office staff
  - **Complements** the closed-ended survey questions
  - Provides **value-added information** helpful to both patients and clinicians
- Experimental and field testing show high degree of conformance to “gold standard” interviews

# 2017 Field Test of Encouragement to Complete NEP

- Randomized three ways of encouraging patients to continue on with survey and complete CAHPS Narrative Elicitation Protocol (NEP) in web-based survey of patients.
  - 1) Standardized invitation to complete as presented in the online guidance document.
  - 2) Invitation emphasized the utility of the information to clinicians (“providers can use this information to know what is working well or what needs improvement”).
  - 3) Invitation emphasized that “clinicians really value your comments.”
- Response rates were 60%, 74% and 77%, respectively.



# Value of Narratives for Quality Improvement

- Illustrate concrete and actionable examples of aspects of care already being measured
- Highlight missing aspects of existing composite
- Identify domains of care that are important to patients but not included on CG-CAHPS surveys

# Data Collection Modes

- Mail, phone, and mixed mode
- Web is less expensive but response rates tend to be lower than traditional methods (best used as part of mixed mode data collection)

Bergeson, S. C., Gray, J., et al. (2013). CG CAHPS®: Comparing an e-mail invitation and web-based data collection with a mailed invitation and survey. *Primary Health Care: Open Access*, 3(1);132.

Brown, J., Serrato, C., et al.. (2016). Effect of a post-paid incentive on response rates to a web-based survey. *Survey Practice*, 9(1).

Elliott MN, Brown J, et al. (2013). A randomized experiment investigating the suitability of speech-enabled IVR and web modes for publicly reported surveys of patient experience of hospital care. *Med Care Research and Review*. 70(2):165-184.

Tesler, R. and Sorra, J. CAHPS Survey Administration: What We Know and Potential Research Questions. (Prepared by Westat, Rockville, MD, under Contract No. HHS 290201300003C). Rockville, MD: Agency for Healthcare Research and Quality: October 2017. AHRQ Publication No. 18-0002-EF.

# In-office Administration

- Distribution of surveys to less than 75% of potential patients in some practices
- Requires staff dedicated to survey administration
  - Can't use clinical care or patient-facing office staff
  - May be more costly than mail administration

Anastario, M., Rodriguez, H., Gallagher, P., Cleary, P., Shaller, D., Rogers, W., Bogen, K. and Safran, D. (2010), A randomized trial comparing mail versus in-office distribution of the CAHPS clinician and group survey. *Health Services Research*, 45: 1345–1359.

Edgman-Levitan, S., Brown, J., Fowler, Jr., F., Gallagher, P., Shaller, D. (2011). *Feedback loop: testing a patient experience survey in the safety net*. Report prepared for the California Healthcare Foundation

# Are there Faster, Cheaper, and Better Ways to Survey Patients?

- While online reviews, open-ended questions, single-item surveys, and customized provider surveys may be useful for expediently informing providers' internal quality improvement efforts...
- Systematic and standardized measurement is needed to ensure fair comparisons between providers for the purposes of public reporting and pay-for-performance.

# Plans for Future Research (1)

- Narratives
  - Screening for actionable content in comments
  - Testing use of Natural Language Processing (NLP) methods for automating analysis
  - Refining protocol based on further implementations
    - Pilot test with New York-Presbyterian
    - Use in service recovery with MetroPlus Health Plan
  - Development of protocols for other settings
    - Cancer care (team-based treatment)
    - Inpatient care (institution-based treatment)

# Plans for Future Research (2)

- Evaluating different modes of data collection
  - Web, tablet, smart phone

Moraga-Holz, A. (2014, May) *Use of tablets for self-administered surveys in low-income Hispanic populations.*  
Presented at 48<sup>th</sup> annual International Field Directors & Technology Conference, Pasadena, CA.

- Easier version of CAHPS Clinician & Group Survey
  - Simplification of survey for safety net population
- New item development
  - Care coordination and shared decision-making
  - Patient engagement and patient safety

# To Ask a Question



Slide Area

CAHPS® Surveys and Tools to Advance Patient-Centered Care

AHRQ Agency for Healthcare Research and Quality

## CAHPS® Moving Forward: Innovations in Tools and Research

A Webcast Presented by the AHRQ CAHPS User Network  
October 12, 2017  
12:30 – 2:00 pm EST

Speaker Bios

**Caren Ginsberg, Ph.D.**  
Director, CAHPS Division  
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**Paul Cleary, Ph.D.**  
Anna M.R. Lauder Professor of Public Health  
Department of Health Policy and Management - Yale School of Public Health

Q&A

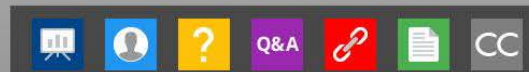
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