



Developing Invitation Messages that Increase Survey Response Rates

**A Webcast Presented by the AHRQ CAHPS User Network
September 10, 2019
1:00 – 2:00 pm ET**

Our Focus Today

- Subject lines and messages in emails to increase the rate of survey returns via the web
- Wording to motivate completion of open-ended survey questions

Today's Speakers



- **Caren Ginsberg, Ph.D., CPXP**, Director, CAHPS Division, Center for Quality Improvement and Patient Safety, Agency for Healthcare Research and Quality



- **Jack Fowler, Ph.D.**, Center for Survey Research, University of Massachusetts Boston



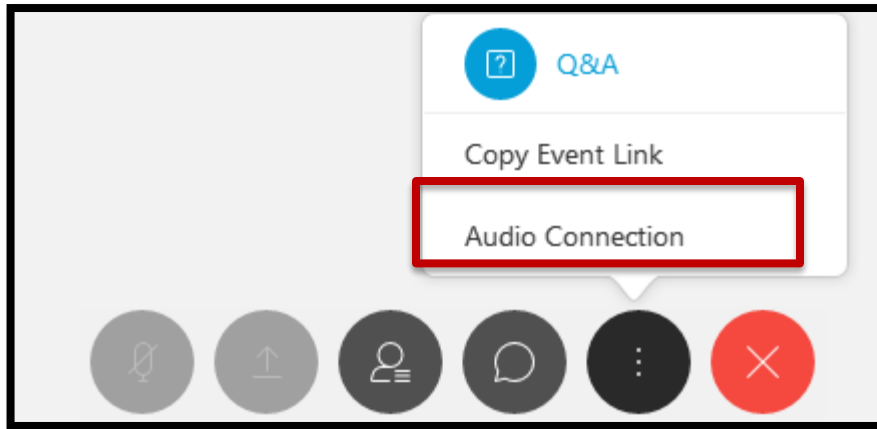
- **Dale Shaller, M.P.A.**, Shaller Consulting Group, Stillwater, MN



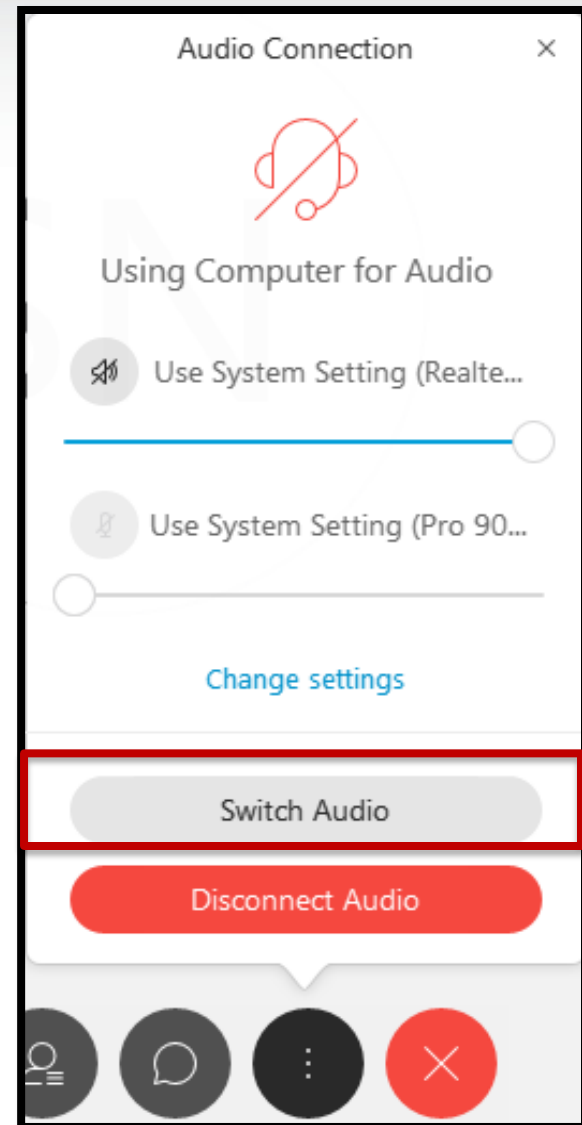
- **Julie Brown**, RAND, Santa Monica, CA (Moderator)

Need Help?

- No sound from computer speakers?



- Trouble with your connection or slides not moving?
 - ▶ Log out and log back in
- Other problems?
 - ▶ Use Q&A feature to ask for help



How to Submit Questions

- Question and Answer
 - ▶ Select the icon with three dots
 - ▶ Select Q&A
 - ▶ Type question in the box that opens

