



AGENCY FOR HEALTHCARE RESEARCH AND QUALITY



# Recent Insights into CAHPS Survey Modes and Response Rates

**A Webcast Presented by the AHRQ CAHPS User Network**

**November 19, 2019**

**12:00 – 1:30 pm ET**



# Today's Speakers



- **Caren Ginsberg, Ph.D., CPXP**, Agency for Healthcare Research and Quality, Rockville, MD
- **Marc Elliott, Ph.D.**, RAND, Santa Monica, CA
- **Layla Parast, Ph.D.**, RAND, Santa Monica, CA
- **Paul Cleary, Ph.D.**, Yale School of Public Health, New Haven, CT
- **Stephanie Fry**, Westat, Rockville, MD (Moderator)

# Our Focus Today

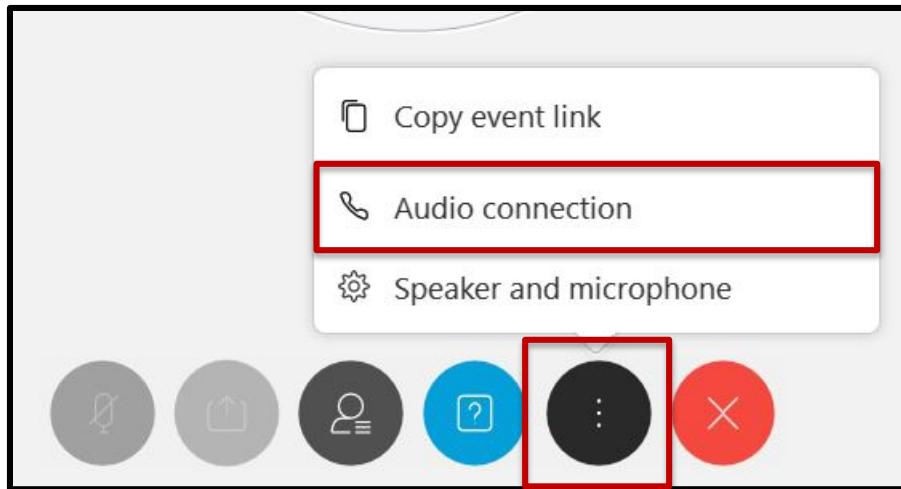
- Research on the impact of various survey administration modes and strategies
- Lessons learned from this research
  - ▶ How do these strategies affect response rates across different population groups?
  - ▶ How can we improve the representativeness of survey responses?

# Key Research Questions

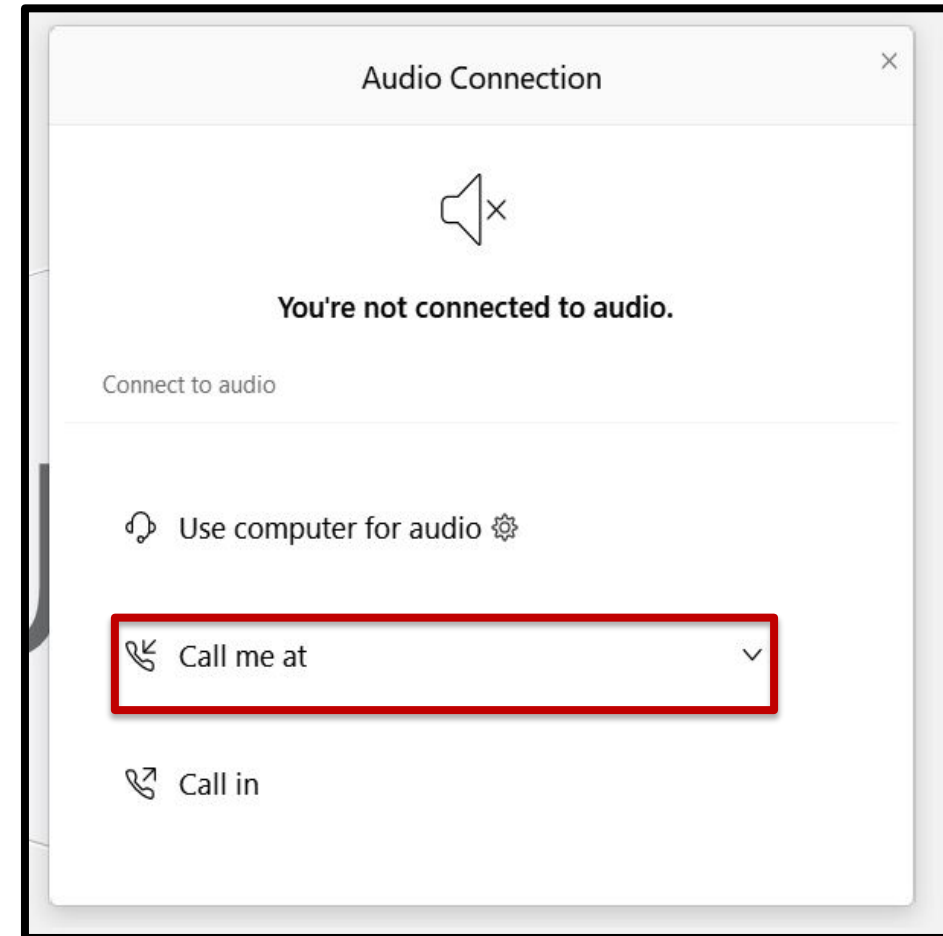
- Can high response rates be achieved with the hard-to-reach young adult population?
- How do response rates for electronic modes alone and in combination with other survey modes compare to traditional modes?
- What electronic modes achieve the highest response rates?
- What methods of web survey invitation are most effective?
- How do the characteristics of respondents to electronic and traditional modes differ?

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- No sound from computer speakers?



- Trouble with your connection or slides not moving?
  - ▶ Log out and log back in
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# How to Submit Questions

- Question and Answer
  - ▶ Select the icon with the question mark inside of the square
  - ▶ Type your question into the box that appears

