

## Innovation Pilot Summary: The Short Form Patient Experience Survey Project

As part of CHT's 18-month planning phase, it funded three research projects to tackle tough, but vitally important issues for making transparency possible. One being the availability of actionable patient experience data.

**The Project:** For over a decade **Massachusetts Health Quality Partners (MHQP)** and **California Healthcare Performance Initiative (CHPI)** have measured and publicly reported patient experience. Based on these efforts both organizations believe survey administration protocols must be modernized to make them less costly and burdensome for patients and providers without compromising the scientific rigor behind the results. Lowering expenses could enable organizations like theirs to report at the individual provider level, something consumers need to make care choices and providers need to improve care.

**The Process:** MHQP and CHPI sent their annual statewide long form patient experience survey in early 2015. In parallel, they sent a short form survey both electronically by email and by mail. They included open ended questions in the electronic survey to test the feasibility of gathering narrative responses from patients.

**The Findings:** Overall, they found that their newly developed short form survey tool produces comparable results and higher response rates for lower costs. They are working with RAND researchers to do additional qualitative analysis of the narrative responses to inform future direction of this work. Below were some of their key research questions and related findings.

### **Will a short form survey provide comparable answers and rank providers similarly when compared with existing long form statewide surveys?**

- For the most part, distributions of responses at the doctor level were the same for both long and short forms.
- Practices and groups were almost universally ranked similarly in short and long forms.
- Most items had better reliability in the short form than the long form.

### **Will email surveys yield sufficient response rates and rank providers in a comparable way?**

- Utilizing good quality patient email addresses improves response rates, but provider organizations are not yet collecting and maintaining email addresses in a systematic way.
- For MHQP, email response rates were higher than expected (21.5%) but lower than the mixed mode result implemented by CA (33%).
- Email short forms provided comparable results to both long and short form mail surveys in both states, even if they are not followed up with a mail survey protocol.

### **Is it feasible to elicit narrative responses from patients?**

- Patients will share their experiences through structured open ended questions.
- Percent of patients answering at least one open-ended question: 24.5% CHPI; 17.8% MHQP.

### **Sharing Lessons Learned**

MHQP and CHPI have produced a fielding guide for organizations who are considering building their own short form and/or electronic patient experience program. The guide includes practical advice and lessons learned for external environment assessment, participant readiness, cost considerations, survey tools, engagement and enrollment methods, survey design and analysis.