Reporting the Results of the Clinician & Group Survey

Kristin L. Carman,
American Institutes for Research (AIR) Team

Purpose of CAHPS Reporting Principles and Guidance

- **CAHPS reporting principles and guidance will help sponsors accomplish key goals for reporting:**
  - Attract and hold the audience's attention
  - Provide information that is easy to understand, interpret, and use
  - Provide information that is relevant and trusted
  - Help the audience take action and/or make informed decisions

Two Reporting Principles

- **Reports that include CAHPS core survey items should adhere to *two* basic principles**
  - Principle #1: Use and report all specified CAHPS composites
  - Principle #2: Use only CAHPS-approved and specified items in the composites

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Principle #1: Use and Report all Specified CAHPS Composites

- **The Clinician & Group Survey items are grouped into 3 composites and one overall rating:**
  - Getting Appointments and Health Care When Needed
  - How Well Doctors Communicate
  - Courteous and Helpful Office Staff
  - How People Rated Their Doctor

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Principle #2: Use Only CAHPS-Approved and Specified Items in the Composites

- **Items are grouped into reporting composites based on three criteria:**
  - Items all relate to conceptually similar events
  - Items have a demonstrated statistical relationship
  - Response options are almost always the same

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Principle #2: Use Only CAHPS-Approved and Specified Items in the Composites *(cont'd)*

- **Any change to the composites compromises the *validity, reliability,* and *comparability* of the data**
- **What if you want to report non-CAHPS items related to existing composites?**
  - One option is to include the information in the same section of the report

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Guidance on Reporting

- **The CAHPS program does not mandate a specific report template**
- **Several resources are available to help you plan, develop, and test your reports**
- **More resources will be developed soon through CAHPS III**

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Useful Resources on Reporting

- ***AHRQ's CAHPS Website (www.cahps.ahrq.gov)***
  - CAHPS Reporting Resources
  - Frequently Asked Questions
  - Case studies of organizations who have fielded the Clinician & Group Survey
- ***TalkingQuality.gov***
  - Comprehensive guidance on reporting to consumers
- ***Report Card Compendium***
  - Searchable collection of public reports
  - Available at www.talkingquality.gov/compendium

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Consider Reporting Needs from the Beginning

- **It's never too early to think about reporting!**
- **Before fielding your survey, make sampling decisions based on how you will need to report the data**
- **Significant tradeoffs may exist between the relevance and utility of group or physician-level data for your audience**
- **A cautionary note: Prepare providers for the public release of the information**

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Getting Your Audience to Pay Attention

- **Timing is everything**
  - Provide information when consumers are likely to use it
- **"Why should I care about this?"**
  - Describe how data can be used
  - Focus on differences in care when they exist
  - Help make link between "data" and people like themselves
  - Suggest that users look at data along with other more familiar sources of information (e.g., family and friends)
- **"Don't make me work."**
  - Keep it simple and easy to access and understand most-valued information

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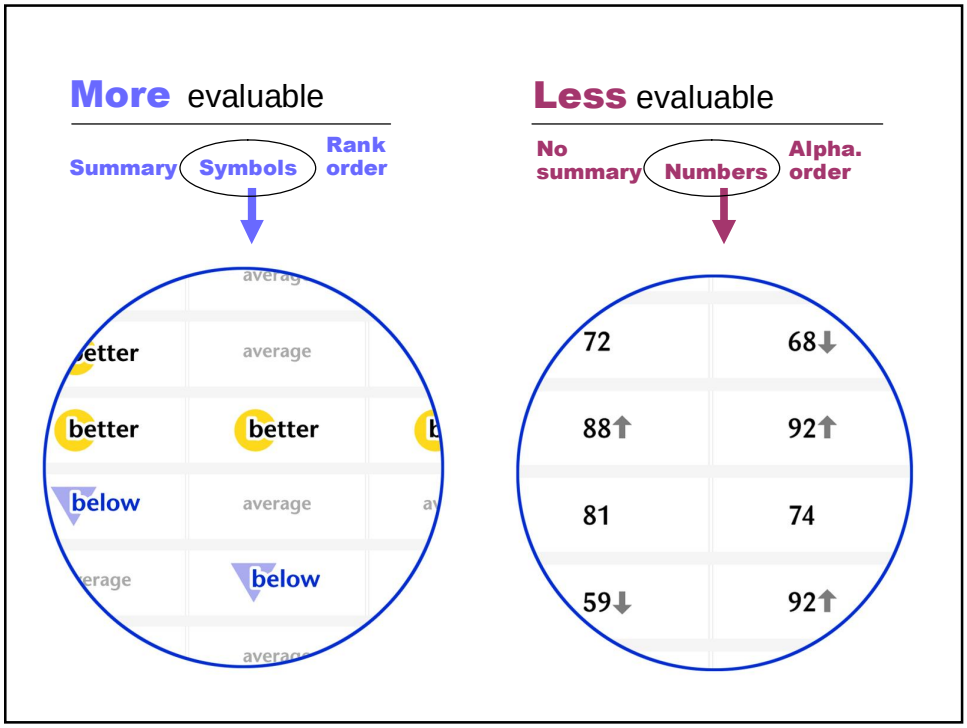
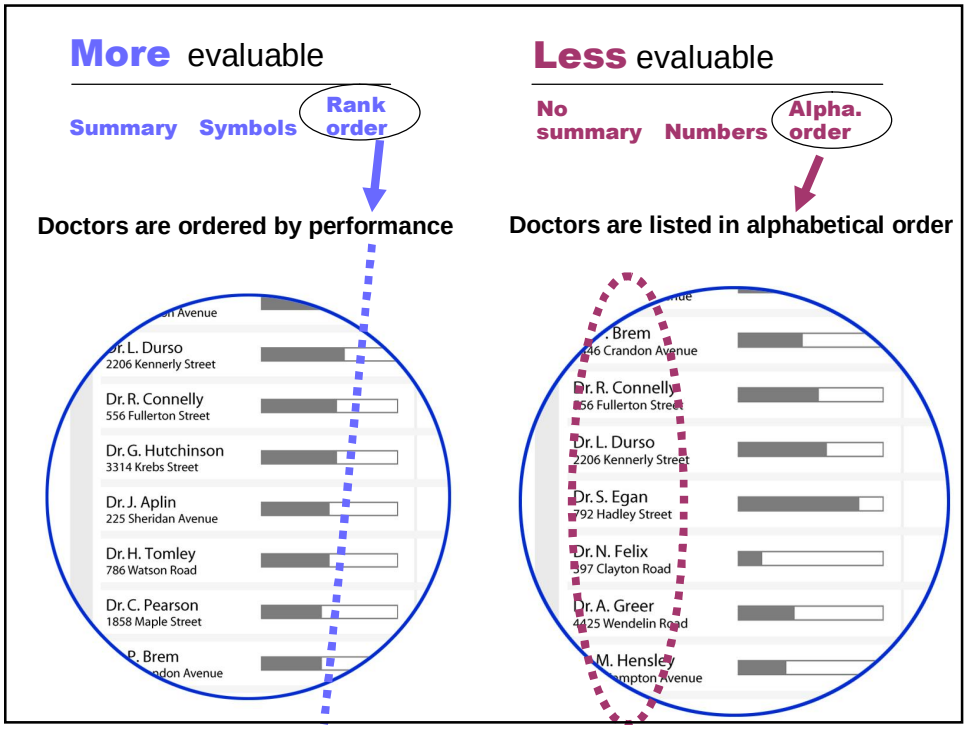
Help Your Audience Understand How Providers Performed

- **Use summary or "composite" measures**
- **Use symbols, or symbols with word icons, rather than numbers or percentages**
- **If possible, order data by performance rather than alphabetically**

Example of Symbol and Word Icon



Example of Ordering by Performance



Reporting to Providers

- **CAHPS II**
  - Grantees provided technical assistance to providers who were "early adopters" of the Clinician & Group Survey for use in QI
  - Grantees did not conduct systematic studies of how best to report the data to providers
  - The experiences of the "early adopters" of the CAHPS survey are instructive
- **CAHPS III**
  - Reporting to providers and QI is a major focus

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Reporting to Providers: Preliminary Lessons

- **How is reporting to providers *different* than reporting to consumers?**
  - Providers want more detailed data
  - Providers want more frequent measurement and feedback
- **How is reporting to providers the *same* as reporting to consumers?**
  - Fundamental principles of reporting to consumers also apply to providers

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Helping Providers Understand Their Performance on CAHPS Data

- **Provide an up-front summary of the data**
  - Quick view of their performance on key measures
- **Display performance by groupings of percentile categories**
  - Providers primarily want to know how they compare to their peers (relative performance)
  - Comparison data should also include "top performers"
- **<u>Most</u> providers don't want extensive information about statistical methods**
  - Provide this information, but don't let it get in the way of those who want to bypass the information

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