

Track: SOPS College  
Session: Getting Started & Survey Administration  
Date & Time: April 19, 2010, 2:25 pm

# Getting Started and Survey Administration

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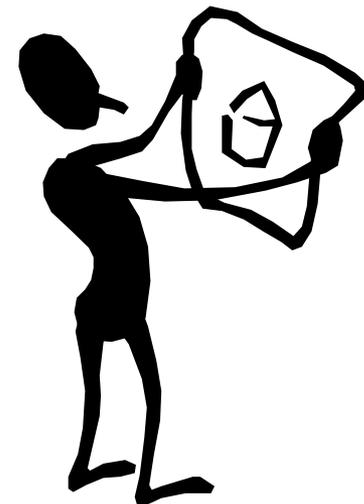


# Objectives

- Planning your survey
- Determining whom to survey
- Determining your data collection methods
- Establishing data collection procedures
- Conducting a Web-based survey

# Planning Your Survey Project

- Read appropriate Survey User's Guide available on AHRQ Web site at <http://www.ahrq.gov/qual/patientsafetyculture/>
- Assess your available resources
- Develop project budget
- Determine project scope
- Develop realistic project schedule



# Planning Your Survey Project

## Project Timeline

Task Timeline for Project Planning	Preparation /Planning	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10
<b>Getting Started</b>											
Determine Available Resources, Project Scope & Schedule	✓										
Decide Whether To Use an Outside Vendor (& Select Vendor)	✓										
Form a Project Team		✓									
<b>Selecting A Sample</b>											
Determine Whom To Survey		✓									
Determine Your Sample Size			✓								
Compile Your Sample List		↔	↔								
Review and Fine-Tune Your Sample			✓								
<b>Determining Your Data Collection Methods</b>											
Decide How Surveys Will Be Distributed and Returned		↔	↔								
Establish Points-of-Contact Within the Hospital			↔	↔							
<b>Developing Your Data Collection Procedures</b>											
Decide Whether To Track Responses Through Identifiers			✓								
Assemble Survey Materials (develop and print materials)			↔	↔							
Send Prenotification Letter				✓							
Send First Survey					✓						
Track Responses and Response Rates						↔	↔	↔	↔	↔	↔
Send First Reminder							✓				
Send Second Survey									✓		

} End of data collection

# Planning Your Survey Project

- Use an Outside Vendor?
- Pros
  - Experienced staff
  - Neutrality and credibility of survey results
  - Better quality and more timely results
- Cons
  - Expense



# Planning Your Survey Project

- Form a Project Team
- Team responsibilities
  - Planning and budgeting
  - Establishing points of contact
  - Preparing publicity materials
  - Preparing survey materials
  - Distributing and receiving survey materials



# Planning Your Survey Project

- Team responsibilities (continued)
  - Tracking survey response and calculating preliminary response rates
  - Examining returned surveys at end of data collection to identify completes and calculating official response rate
  - Handling data entry, analysis, and report preparation
  - Coordinating with and monitoring an outside vendor (if applicable)

# Determining Whom To Survey

- Choose your survey population
  - All staff (a census)
  - Subset of staff (a sample—should be representative)
  - Combination of both of these
- Determine your sample size
  - Budget considerations
  - # of responses you want to receive
  - Expected response rate
  - Sample size: at least *twice* # of responses desired
- General recommendation: conduct a census

# Determining Your Data Collection Methods

- Distributing surveys
  - Paper?
  - Web?
  - Both?
- For nursing home, recommend paper administration
- For medical office, no clear finding to date, but most have administered paper

# Determining Your Data Collection Methods

Hospital Survey Administration Mode and Response Rates by Database Year

Survey Admin Mode	% Hospitals				Average Hospital Response Rates			
	2007	2008	2009	2010	2007	2008	2009	2010
Paper only	56%	48%	44%	32%	62%	60%	58%	63%
Web only	25%	27%	33%	45%	43%	44%	45%	50%
Both	19%	25%	23%	23%	53%	52%	52%	56%

- Web only survey mode has increased every year
- Paper survey administration mode yields higher response rates

# Determining Your Data Collection Methods

- Returning surveys
- Establishing a point of contact
  - Single facility
  - Multiple facilities within a healthcare system
- Reference: Dillman DA, Smyth JD, Christian LM. Internet, mail, and mixed-mode surveys: The tailored design method. 3<sup>rd</sup> ed. New York: Wiley; 2009.

# Establishing Data Collection Procedures

- Publicize and promote survey
- Follow best practices in survey administration
  - First survey
  - Reminder postcard or letter
  - Second survey



# Establishing Data Collection Procedures

- Consider using incentives to maximize response rates
  - Individual or group
- Why response rates are important
- Decide whether to use identifiers: anonymity vs. confidentiality
  - Individual identifiers
  - Site identifiers
  - Combination of both
- Develop and assemble survey materials
  - Site/System POC letter and simple data collection protocol
  - Survey materials

# Establishing Data Collection Procedures

- Track responses
- Calculate preliminary response rates for each round of followup

$$\frac{\text{Number of surveys returned}}{\text{Number of surveys distributed minus ineligible}}$$

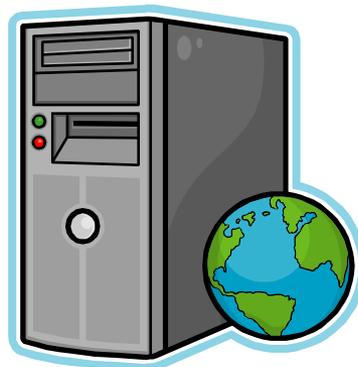


- Close out data collection

# Conducting a Web-Based Survey

## Pros

- Simpler logistics: no printing, letters, labels, envelopes, postage; no completed paper surveys to manage
- No need for data entry; minimal data cleaning
- Potential for faster data collection



## Cons

- Typically have lower response rates
- Time and resources for development and testing
- Limited access to Internet or e-mail
- Individual differences in computer and Internet use

# Conducting a Web-Based Survey

- Design and pretest
  - Assess various software applications available; use a vendor
  - Do not force respondents to answer every question
  - Thoroughly pretest (essential and mandatory)

# Conducting a Web-Based Survey

- Optional design decisions to consider
  - Provide respondents a way to assess survey progress
  - Allow respondents to print hard-copy version and complete on paper

# Conducting a Web-Based Survey

- Develop Web-based data collection plan
  - Add several weeks to prep and planning stage to design, program, and test Web survey
  - E-mail staff a prenotification letter
    - Personalize to help boost response rate
  - Conduct followup to improve response rates
  - Use combination of printed and electronic reminders

# Technical Assistance & Questions

- For technical assistance, you can contact
  - [SafetyCultureSurveys@ahrq.hhs.gov](mailto:SafetyCultureSurveys@ahrq.hhs.gov), or
  - 1-888-324-9749
- Questions?

