

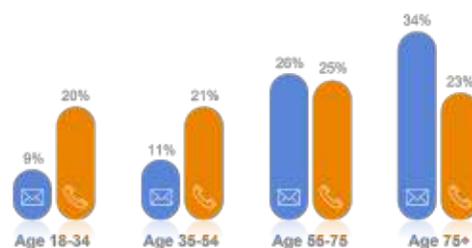
Applying CMS Data to Strengthen HCAHPS

PRC prides itself on generating the highest HCAHPS response rates in the industry, employing a proven, finetuned approach to conducting phone surveys cultivated across our 40+ years in supporting the healthcare experience. However, how does that affect your patient experience research? Recent CMS data surrounding response rates and representativeness in HCAHPS by survey model reveals the importance of choosing the right mode to best reach the patients you serve. Below are three points summarized from that CMS data, alongside our own response rates research.

1

PHONE SURVEYS YIELD GREATER OPPORTUNITY FOR REPRESENTATION ACROSS AGE DEMOGRAPHICS.

In their data analysis, CMS found that, while a mixed mode option of phone and mail surveys continues to yield the highest response rates, phone surveys alone perform significantly better than the mail methodology for individuals aged 18–54 (20% vs. 9% in ages 18–34 and 21% vs. 11% in ages 34–54). Both methodologies rank roughly the same in ages 55–74 (26% for mail vs. 25% for phone), with mail mode providing higher response rates for ages 75+. Overall, this still means that the phone survey mode performs greater than or nearly equal to mail surveys in the majority of age demographics.



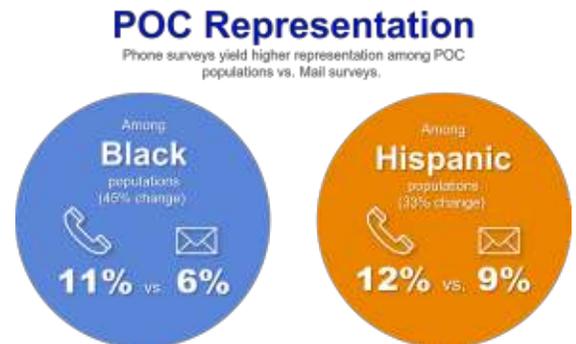
Response Rates when switching from Mail to Phone



2

PHONE SURVEYS GENERALLY PERFORM BETTER AMONG POC POPULATIONS TO CREATE BETTER DATA FOR HEALTH EQUITY EFFORTS.

CMS couldn't draw concrete conclusions due to race, ethnicity, and language statistics, as those fields aren't available in the HCAHPS data submitted to CMS for patients who didn't complete the HCAHPS survey. However, CMS was able to measure the response rates of People of Color (POC) amid a shift from phone to mail survey modes and observed 45% (11% to 6%) and 33% (12% to 9%) drops in response rate for Black and Hispanic respondents, respectively. Applying this information means we continually provide greater representation among the survey samples we reach, contributing to the accomplishment of CMS' health equity goals. In addition to HCAHPS surveys, we also have a suite of healthcare experience solutions specifically geared towards measuring health equity and uncovering health disparities in the patient populations you serve.



3

HIGHER RESPONSE RATES IN HCAHPS SURVEYS ARE POSITIVELY CORRELATED TO BETTER SURVEY SCORES.

The benefit of high response rates extends beyond representation. Our research surrounding response rates (as published in the Beryl Institute) concludes that "[for every] 1 point increase in response rate a hospital achieves, the hospital could expect to see an increase of .501 in their Overall Rating score." Given the positive correlation between response rates and survey performance, high response rates paint a clearer picture of your patient experience by connecting with those with a positive perception of their care but otherwise may not be reached to share their experience. Taking this one step further, the potential for greater HCAHPS scores created by higher response rates positions your hospital to receive maximum VBP reimbursement based on your data performance. Read more about the importance of response rates here.



In summary, high response rates are integral to improving representation and ultimately health equity, along with posing an opportunity for optimal survey performance, in HCAHPS surveys. In instances where the mixed mode option isn't possible, CMS analyses point to the phone model yielding higher response rates in most demographics and greater representation for POC populations. With this in mind, what can PRC's industry-leading HCAHPS response rates mean for understanding your patient population and their experience in your organization? [Contact us today](#) to begin this conversation.

Sources & Further Reading:

[Improving the Representativeness of the HCAHPS Survey](#)
[Does Response Rate Impact HCAHPS Scores?](#)

