

Are We Really that Good?

Common Pitfalls in Patient Satisfaction Survey Design

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Introduction

- Who am I?
- My experience falling into these pits

GOAL in Survey Design

- The goal in question design is to create a standardized stimulus that is understood in the same way by everyone and that you have a method for systematically recording answers.

Question Design Pitfalls

- Not knowing your specific analytic objectives interferes with writing an appropriate question
- Using someone else's measures blindly
- Not pretesting

Analytic Objectives

Access:

Location, hours, phones answered, language, appointments

Physical environment:

Clean, attractive, signage

Quality of care:

Needs met?? ...with respect, comfort, courtesy, confidentiality?
Length/duration of visit, offered an HIV test, offered a full range of contraceptive methods, questions answered, etc.

Question Design Pitfalls

Structural Pitfalls in Question Design

Not including enough choices:

Agree Disagree (not so good)

Strongly Agree Agree Disagree Strongly Disagree (better)

Strongly Agree Agree Slightly Agree Slightly Disagree Disagree Strongly Disagree

Question Design Pitfalls

Structural Pitfalls in Question Design

Not including enough choices:

Yes No (Sometimes problematic)

Example:

Would you recommend us to a friend? Yes No

Question Design Pitfalls

Structural Pitfalls in Question Design

Writing scale choices that leave out possibilities:

1 3-4 6-7 days (not so good)

0 1-2 3-4 5-6 7 days (better)

married single (not so good)

married widowed separated divorced never married (better)

Question Design Pitfalls

Structural Pitfalls in Question Design

Writing scale choices that leave out possibilities:

Example

When is the most convenient appointment time for you?

Morning: 8am - 10am

Mid-afternoon: 11am - 2pm

Early evening: 4pm - 7pm

Other:

Question Design Pitfalls

Structural Pitfalls in Question Design

Or...

Example

How old are you?

Under 18

18-20

21-30

31-40

Breakdown the Under 18 to Under 15, 15-18?

Question Design Pitfalls

Structural Pitfalls in Question Design

Not writing balanced scale choices:

Excellent Very Good Good Poor (not so good)

Excellent Very Good Good Fair Poor (better)

Excellent Very Good Average Fair Poor (best)

Question Design Pitfalls

Structural Pitfalls in Question Design

What about this?

Telephone calls are answered quickly:

Excellent Good Ok Poor Terrible

Question Design Pitfalls Content Pitfalls

Using technical terms without definitions or that might be difficult for an audience with limited English proficiency:

- Last time seen a "doctor"
- Do you have "hypertension"
- How many "prenatal" care visits have you had?
- I am confident that my visit is confidential
- How would you rate us on convenience?

Question Design Pitfalls Content Pitfalls

Putting two questions (or more) in the same question.

Examples:

Please rate us on the following:

- Office, lobby, exam rooms are clean and attractive
- Medical staff is professional and caring
- How would you rate our facility on convenience (location, hours, ease of making an appointment)

Question Design Pitfalls Content Pitfalls

Using Jargon/Slang

- Asking about sexual behaviors
- Being fake, condescending

Question Design Pitfalls Content Pitfalls

Leading Respondents

- Social Pressure
Most people feel...
- Invoking an authority figure
The Supreme Court has ruled...
- Status Quo
Currently it is illegal to...
- Negative connotations
Are you in favor of "giveaway" programs...

Question Design Pitfalls Content Pitfalls

Mis-using "Don't Know"

If you offer a "don't know", they will use it

Is that what you want?

Knowledge questions → yes!

Attitude questions → no, probably not

Getting Good Results Some Other Things to Consider...

When and where do you hand out your survey?

When they check-in?

At the end of the visit?

What do you say when you ask clients to complete the survey?

Do you have a suggestion box? Where is it located?

Getting Good Results Planning

Set a schedule, include it in your workplan

SET GOALS! What are you trying to improve?

The effort is only useful if you USE the data.

Getting Good Results Analyzing Your Data....DO YOU??

...Still seeing all *Excellent's* ?

Consider your audience and their diversity.

Breakdown and analyze your data by demographic:

- Race
- Ethnicity
- Age
- Gender

Avoiding Question Design Pitfalls

Pretest

Pretest

Pretest

But do Pretests Correctly!

Questions?