

# Advancing Methods of Implementing and Evaluating Patient Experience Improvement Using CAHPS® Surveys

## **An Invitational Virtual Research Meeting** **Sponsored by the U.S. Agency for Healthcare Research and Quality**

Wednesday, October 7, 2020

**\*\*11:00 am – 4:00 pm ET\*\***

**\*\*Virtual Meeting via WebEx\*\***

### BACKGROUND

Health care organizations are facing increasing pressures to improve patient experience of care and measure their progress using Consumer Assessment of Healthcare Providers and Systems (CAHPS) surveys. The expanding use of CAHPS surveys in quality improvement initiatives, public reporting, value-based purchasing, and accreditation programs has led to a growing demand for rigorously tested, evidence-based strategies for improvement. However, conducting sound evaluation research to test the effectiveness of patient experience improvement strategies is challenging. The sustained implementation of proven improvement strategies also faces challenging technical and organizational barriers.

### MEETING OBJECTIVES

This one-day virtual research meeting will convene a group of approximately 100 CAHPS survey users, researchers, and policymakers to explore three major questions:

1. How can we design and conduct sound research to assess the effectiveness of patient experience improvement strategies? What are key principles for success, common pitfalls to avoid, and useful techniques to enhance scientific rigor?
2. What have we learned from prior research and implementation about factors that contribute to improving the patient experience?
3. What are priorities for future research and action for advancing the use of sound evaluation research methods and the effective implementation of improvement strategies?

### MEETING STRUCTURE

The meeting will include two panel presentations and discussion. The morning panel will discuss effective implementation of patient experience improvement strategies in various health care settings. The afternoon panel will present examples of patient experience improvement research using CAHPS surveys. Both sessions will be followed by a moderated open discussion.

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**10:45 – 11:00 A.M. ET PLEASE JOIN THE WEBEX MEETING EARLY TO FACILITATE A PROMPT START**

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**11:00 – 11:15 a.m. Welcome & Goals of the Meeting**

- **Welcome and Online Meeting Logistics:** Joann Sorra, PhD, Associate Director, Westat
- **Welcome from AHRQ:** Caren Ginsberg, PhD, CPXP, Director, CAHPS & SOPS, AHRQ
- **Meeting Background and Objectives:** Dale Shaller, MPA, Principal, Shaller Consulting Group

**11:15 – 11:45 a.m. What Do We Know from Prior Research About How to Improve?**

- **Presentation:** Susan Edgman-Levitan, PA, Executive Director, John D. Stoeckle Center for Primary Care Innovation, Massachusetts General Hospital (*20 minutes*)
- **Moderated Open Discussion:** Susan Edgman-Levitan (*10 minutes*)

**11:45 – 1:20 p.m. Morning Panel: Effective Implementation of Patient Experience Improvement Strategies**

**11:45 – 11:50 p.m. Panel Introduction:** Dale Shaller

**11:50 – 12:50 p.m. Effective Implementation of Patient Experience Improvement Strategies** (Panel presentations)

1. **Health Plan:** Lisa Franchetti, MA, CPHQ, Customer Experience Manager, Neighborhood Health Plan of Rhode Island
2. **Medical Group:** Deborah Wafer, MSPD, Director, Ambulatory Operations, UCLA Health, and Dr. Samuel A. Skootsky, MD, Chief Medical Officer, UCLA Faculty Practice Group and Medical Group, UCLA Health
3. **Hospital:** Stephanie Fishkin, PhD, Principal Consultant, Center for Healthcare Analytics, Kaiser Permanente
4. **ESRD/ Chronic Conditions/ Long-Term Care:** Kerri Cavanaugh, MD, MHS, Associate Professor of Medicine, Vanderbilt University Medical Center

**12:50 – 1:20 p.m. Moderated Open Discussion:** Dale Shaller

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**1:20 – 1:50 P.M. ET BREAK—PLEASE REJOIN THE WEBEX MEETING BY 1:45 PM ET TO RESUME MEETING PROMPTLY AT 1:50 PM ET**

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**1:50 – 3:45 p.m. Afternoon Panel: How Do You Evaluate Patient Experience Improvement Strategies Using CAHPS Surveys?**

**1:50 – 2:00 p.m. Panel Introduction**

- Paul Cleary, PhD, Anna M.R. Lauder Professor of Public Health, Department of Health Policy and Management, Yale School of Public Health

**2:00 – 3:15 p.m. Examples of Patient Experience Improvement Research with CAHPS Surveys**  
(Panel presentations)

1. **Medical Group:** Ingrid Nembhard, PhD, Fishman Family President's Distinguished Professor, Associate Professor of Health Care Management, The Wharton School, University of Pennsylvania
2. **Health Plan:** Mark Friedberg, MD, Senior Vice President of Performance Measurement and Improvement, Blue Cross Blue Shield of Massachusetts
3. **Medical Group:** Denise Quigley, PhD, Associate Policy Researcher and Pardee RAND Graduate School Professor of Policy Analysis, RAND, and Dr. Efrain Talamantes, Chief Operating Officer of Health Equity, AltaMed (California)
4. **VA Health System:** Jim Schaefer, MPH, Director of Surveys, Office of Reporting, Analytics, Performance, Improvement & Deployment, and Jennifer Purdy, Executive Director, Veterans Patient Experience Program, Department of Veterans Affairs
5. **Hospice:** Natalie McNeal, MBA, MHA, Executive Director, Wellstar Community Hospice (Georgia)

**3:15 – 3:45 p.m. Moderated Open Discussion: Paul Cleary**

**3:45 – 4:00 p.m. Closing**

- **Meeting Wrap-up and Closing Remarks:** Caren Ginsberg

**4:00 p.m. Adjourn**