

## Questionnaire Management Guidelines

### Goals:

- One consolidated document to track all model and CQ changes throughout the life of the project
- Questionnaire always matches the live survey
- Easy and error-free way to submit CQ changes
- All changes tracked and reflected in one document (DOT will help)

### Basic rules:

- 1 This questionnaire **has to match the live survey**
- 2 All changes to the live measure need to be tracked and archived in **one document**
- 3 **All CQ change requests** have to be submitted using this document
  - SRA: 1) marks up changes and submits the entire document to DOT
  - DOT: 1) archives change request on separate tab  
2) implements change(s)  
3) updates the document to reflect all implemented changes in the "clean" questionnaire - SRA can send to the client and use for future CQ changes
- 4 DOT safeguards correct formats - your next CQ changes have to be submitted using one survey document with appropriate color-coding

## Questionnaire Skip Set Up Guidelines

### Goals:

- Ensure all skip setup included in the questionnaire is consistent with skip logic rules
- Decrease down time due to skip corrections within submitted surveys

### Basic Skip Rules:

#### "Other Please Specify" (OPS) Skip Rules:

Type 1 "Other Please Specify" Rules (Text box to the right of the answer choice "Other, please specify:") :

- 1 OPS questions must be set up as a radio-button or checkbox to have the text box appear next to the answer choice "Other, please specify:"
- 2 The open ended text box for "Other Please Specify" has it's own question ID and needs **full question text** included in questionnaire. (This will be used by clients, SRAs, etc, in the portal and comment cluster to differentiate between OPS questions within a measure)
- 3 The open ended text box has a character limit of 100. No exceptions! if more characters are needed, please request a Type 5 group.
- 4 In the special instructions column, indicate that this is a "OPS Group" for the PARENT and CHILD questions.

Type 5 "Other Please Specify" Rules (More than two questions within question group):

- 1 Open-ended boxes will not show up next to the answer choice "Other" in this type of skip logic. They will pop as separate questions that require additional question text. Please include full question text.
- 2 Radio-button, checkbox or drop-down CQs can have an "other please specify" in this type of skip set up but the text box will pop as a separate question.
- 3 In the special instructions column, indicate that this is a "Skip Logic Group" for the PARENT and CHILD questions.

*Please refer to the Current Custom Qsts tab for examples (OPS Type 1 and OPS Type 5 are marked in the comment boxes)*

#### General Skip Rules:

- 1 The parent question must come first, and child questions must immediately follow. Skip logic groups cannot be broken up by other questions that are not included within the skip.
- 2 A CQ can only have one parent question; a single question CANNOT be triggered by different questions.
- 3 Answers within one question can be set up so that different answer combinations trigger different questions, through the use of "answer groups".
- 4 A question can only be a part of ONE group type i.e. skip logic, matrix, or multiple lists
- 5 Horizontal scale questions CANNOT be parent CQs, but they can be child CQs. NOTE: By changing a horizontal scale question to a dropdown they can become parent questions.
- 6 Open End text questions cannot be a parent questions, but they can be child CQs.
- 7 Multi-select questions can be used in skip logic.

**As a general tip for SRAs: The more complex the skip logic, the more difficult it is to keep the tabs and labels concise in SPRs. It is important to know when to just use filters versus creating skip logic.**

**Caution: Measures without enhanced/segmented reports might require intricate skip to gather necessary data for standard reports.**

Model Instance Name:  
 AHRQ CAHPS  
 MID:  
 Date: 6/25/2009

**AHRQ CAHPS**

*Model questions utilize the ACSI methodology to determine scores and impacts*

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<b>Content</b> (1=Poor, 10=Excellent, Don't Know)	<b>Satisfaction</b> (1=Poor, 10=Excellent)	<b>Likelihood to Return</b> (1=Not Very Likely, 10=Very Likely)
1 Please rate the <b>accuracy of information</b> on this site.	21 What is your <b>overall satisfaction</b> with this site?	24 How likely are you to <b>return to this site</b> ?
2 Please rate the <b>quality of information</b> on this site.	22 How well does this site <b>meet your expectations</b> ?	<b>Recommend</b> (1=Not Very Likely, 10=Very Likely)
3 Please rate the <b>freshness of content</b> on this site.	23 How does this site <b>compare to your idea of an ideal website</b> ?	25 How likely are you to <b>recommend this site to someone else</b> ?
<b>Functionality</b> (1=Poor, 10=Excellent, Don't Know)		<b>Primary Resource</b> (1=Not Very Likely, 10=Very Likely)
4 Please rate the <b>usefulness of the features provided</b> on this site.		26 How likely are you to use this site as your <b>primary resource</b> ?
5 Please rate the <b>convenience of the features</b> on this site.		
6 Please rate the <b>variety of features</b> on this site.		
<b>Look and Feel</b> (1=Poor, 10=Excellent, Don't Know)		
7 Please rate the <b>visual appeal</b> of this site.		
8 Please rate the <b>balance of graphics and text</b> on this site.		
9 Please rate the <b>readability of the pages</b> on this site.		
<b>Navigation</b> (1=Poor, 10=Excellent, Don't Know)		
10 Please rate <b>how well the site is organized</b> .		
11 Please rate the <b>options available for navigating</b> this site.		
12 Please rate <b>how well the site layout helps you find what you are looking for</b> .		
13 Please rate the <b>number of clicks to get where you want</b> on this site.		
<b>Search</b> (1=Poor, 10=Excellent, Don't Know)		
14 Please rate the <b>relevance of search results</b> on this site.		
15 Please rate the <b>organization of search results</b> on this site.		
16 Please rate how well the <b>search results help you decide what to select</b> .		
17 Please rate how well the <b>search feature helps you to narrow the results</b> to find what you want.		
<b>Site Performance</b> (1=Poor, 10=Excellent, Don't Know)		
18 Please rate how <b>quickly pages load</b> on this site.		
19 Please rate the <b>consistency of speed from page to page</b> on this site.		
20 Please rate the <b>ability to load pages without getting error messages</b> on this site.		



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red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

**AHRQ CAHPS CUSTOM QUESTION LIST**

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
		What is your <b>primary purpose for visiting</b> this site? To learn about:	CAHPS Survey Instrument Download All or Part of Survey Kits CAHPS Database--Get Information CAHPS Database--Data Submission CAHPS Database--Research Files Quality Improvement--Get Information Quality Improvement--CAHPS Improvement Guide Reporting CAHPS Scores--Get Information Reporting CAHPS Scores--Report Card Compendium The CAHPS Connection Newsletter News and Events Other (Please Specify)		Checkbox, one-up vertical	M	Y		
	A	Other purpose for visiting			Text area, no char limit		N		
		What is your <b>main purpose for using information or products</b> on this site?			Text area, no char limit		N		
		Did you <b>find</b> the information you were looking for on the site?	Yes No (Please specify)		Radio button, one-up vertical	S	Y		
	A	Information not found			Text area, no char limit		N		
		How did you <b>learn</b> about this site?	AHRQ (Web Site, Newsletter, Event) CAHPS User Network (Newsletter, E-mail, HelpLine, Event)  CAHPS Database (E-mail, HelpLine, Event) Search Engine Another Web Site Publication Colleague Trade Association Professional Organization Meeting/Conference/Webcast Other (Please Specify)		Checkbox, one-up vertical	M	Y		
		What <b>type of organization</b> do you represent?	Health Plan Clinician & Group Practice Hospital Nursing Home Vendor/Consultant State Government Federal Government Quality Improvement Organization Researcher Health Care Coalition Health System Consumer Group Consumer Other (Please Specify)		Radio button, one-up vertical	S	Y		
	A	Other organization			Text area, no char limit		N		
		How did you <b>access</b> this site?	From AHRQ Main Site Web Search Link from Another Site Bookmarks or Favorites List Typed in URL Address Electronic Communication (Newsletter, E-mail, etc.)		Checkbox, one-up vertical	M	Y		

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			Other (Please Specify)	A					
	A	Other access			Text area, no char limit		N		
		Do you like the overall layout of the site?	Yes		Radio button, one-up vertical	S	Y		
			No (Please specify)	A					
	A	What do you not like about the overall layout of the site?			Text area, no char limit		N		
		How could this Web site be improved? (Please be specific, i.e., navigation, future products, specific new topic content).			Text area, no char limit		N		
		Did you encounter any technical difficulties while navigating the site?	Yes (Please specify)		Radio button, one-up vertical	S	Y		
			No	A					
	A	What technical difficulties did you encounter while navigating?			Text area, no char limit		N		

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
CQ0004444		How frequently do you visit this site?	Daily Two to three times per week About once a month Every few months Every 6 months or less often This is my first time visiting this site		Dropdown (Select-one)	Single
CQ0004445		Are you a registered user on this site?	I am registered I am not registered, and do not intend to <del>I am not registered, but intend to register during my visit today</del>	A	Radio button, one-up vertical	Single
CQ0004446	A	Please explain why you do not intend to register?			Text area, no char limit	Single
CQ0004447		What best describes your primary reason for visiting the site today?	Researching products for possible inclusion in a design Gathering information on a product or manufacturer specified in a design Other (please specify)	B C A	Radio button, one-up vertical	Single
CQ0004448	A	Other primary reason			Text area, no char limit	Single
CQ0004449	B	What type of information were you looking for when researching products for the possible inclusion in a design?	Spec 3D models Product application <i>Green information</i> Manufacturer's contacts Cost Other		Checkbox, one-up vertical	Multi
CQ0004450	C	What type of information were you looking for when researching products for the possible inclusion in a design?	CAD Spec 3D models Green information Product application Manufacturer's contacts Cost		Checkbox, one-up vertical	Multi

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AHRQ CAHPS CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
CQ0004451		How were you primarily <b>seeking information</b> on sweets.com?	Other Search by keyword feature Browse by master format feature Other (please specify)	A	Radio button, one-up vertical	Single
CQ0004452	A	Other reason seeking information			Text field, <100 char	Single
CQ0004453		Were you able to <b>find what you were looking for</b> today?	Yes No Not sure	A,B C,D	Radio button, one-up vertical	Single
CQ0004454	A	Why were you <b>not able to find</b> what you were looking for?	I could not find the manufacturer I was looking for I could not find the product I was looking for I haven't completed my search on sweets.com yet The search results did not appear relevant Other		Radio button, one-up vertical	Single
CQ0004455	B	Since you could not find what you were looking for, <b>what do you plan to do next?</b>	Continue looking for the information at this site Call Sweets.com customer service E-mail Sweets.com customer service Return to this site later and try again Conduct a new internet search Visit other building product sites Other	E	Drop down, select one	Single
CQ0004458	E	What other site(s) do you plan to visit?			Text area, no char limit	Single
CQ0004456	C	Why were you <b>not sure?</b>	I haven't completed my search on sweets.com yet I am not sure how to find the product I am looking for Could not find the product I was looking for under the division it should be listed in The search results did not appear relevant Other		Radio button, one-up vertical	Single
CQ0004457	D	Since you were not sure, <b>what do you plan to do next?</b>	Continue looking for the information at this site Call Sweets.com customer service E-mail Sweets.com customer service Return to this site later and try again Conduct a new internet search Visit other building product sites Other	F	Drop down, select one	Single
CQ0004459	F	What other site(s) do you plan to visit?			Text area, no char limit	Single
CQ0004460		What <b>other sources</b> do you use to search for construction product information?	Google Other search engine (i.e.: Yahoo!, Teoma, Dogpile, etc.) Reed First Source 4specs Arcat Manufacturers websites		Checkbox, one-up vertical	Multi



Required Y/N	Special Instructions
Y	
Y	Randomize OPS Group
N	OPS Group
Y	Skip Logic Group
N	Skip Logic Group
Y	Skip Logic Group
Y	Skip Logic Group





Required Y/N	Special Instructions
Y	OPS Group
N	OPS Group
Y	Skip Logic Group
Y	Skip Logic Group
Y	Skip Logic Group
N	Skip Logic Group
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N	Skip Logic Group
Y	