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.**

AHRQ CAHPS
Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)

Content *(1=Poor, 10=Excellent, Don't Know)*
1 Please rate the **accuracy of information** on this site.
2 Please rate the **quality of information** on this site.
3 Please rate the **freshness of content** on this site.

Functionality (1=Poor, 10=Excellent, Don't Know)
4 Please rate the **usefulness of the features provided** on this site.
5 Please rate the **convenience of the features** on this site.
6 Please rate the **variety of features** on this site.

Look and Feel *(1=Poor, 10=Excellent, Don't Know)*
7 Please rate the **visual appeal** of this site.
8 Please rate the **balance of graphics and text** on this site.
9 Please rate the **readability of the pages** on this site.

Navigation *(1=Poor, 10=Excellent, Don't Know)*
10 Please rate **how well the site is organized**.
11 Please rate the **options available for navigating** this site.
12 Please rate **how well the site layout helps you find what you are looking for.**
13 Please rate the **number of clicks to get where you want** on this site.

Search *(1=Poor, 10=Excellent, Don't Know)*
14 Please rate the **relevance of search results** on this site.
15 Please rate the **organization of search results** on this site.
16 Please rate how well the **search results help you decide what to select**.
17 Please rate how well the **search feature helps you to narrow the results** to find what you want.

Site Performance *(1=Poor, 10=Excellent, Don't Know)*
18 Please rate how **quickly pages load** on this site.
19 Please rate the **consistency of speed from page to page** on this site.
20 Please rate the **ability to load pages without getting error messages** on this site.

CUSTOMER SATISFACTION

Satisfaction *(1=Poor, 10=Excellent)*
21 What is your **overall satisfaction** with this site?
22 How well does this site **meet your expectations**?
23 How does this site **compare to your idea of an ideal website**?

FUTURE BEHAVIORS

Likelihood to Return *(1=Not Very Likely, 10=Very Likely)*
24 How likely are you to **return to this site**?
Recommend *(1=Not Very Likely, 10=Very Likely)*
25 How likely are you to **recommend this site to someone else**?

Primary Resource *(1=Not Very Likely, 10=Very Likely)*
26 How likely are you to use this site as your **primary resource?**

Model Instance Name:	red & strike-through: DELETE
AHRQ CAHPS	underlined & italicized: RE-ORDER
MID:	pink: ADDITION
Date: 6/25/09	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 **primary purpose for visiting** this site? To learn about:	CAHPS Survey Instrument		Checkbox, one-up vertical	M	Y		
			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)	A					
	A	Other purpose for visiting			Text area, no char limit		N		
		What is your **main purpose for using information or products** on this site?			Text area, no char limit		N		
		Did you **find** the information you were looking for on the site?	Yes		Radio button, one-up vertical	S	Y		
			No (Please specify)	A					
	A	Information not found			Text area, no char limit		N		
		How did you **learn** about this site?	AHRQ (Web Site, Newsletter, Event)		Checkbox, one-up vertical	M	Y		
			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)						
		What **type of organization** do you represent?	Health Plan		Radio button, one-up vertical	S	Y		
			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)	A					
	A	Other organization			Text area, no char limit		N		
		How did you **access** this site?	From AHRQ Main Site		Checkbox, one-up vertical	M	Y		
			Web Search						
			Link from Another Site						
			Bookmarks or Favorites List						
			Typed in URL Address						
			Electronic Communication (Newsletter, E-mail, etc.)						

Model Instance Name:		
AHRQ CAHPS		
MID:		
Date: 6/25/09		

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		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**
			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)	A	Radio button, one-up vertical	S	Y		
			No						
	A	What technical difficulties did you encounter while navigating?			Text area, no char limit		N		

Model Instance Name:	
AHRQ CAHPS	red & strike-through: DELETE
MID:	underlined & italicized: RE-ORDER
	pink: ADDITION
Date: 3/1/2008	blue + -->: REWORDING

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
CQ0004444		How **frequently** do you visit this site?	Daily		Dropdown (Select-one)	Single
			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			
CQ0004445		Are you a **registered user** on this site?	I am registered	A	Radio button, one-up vertical	Single
			I am not registered, and do not intend to			
			I am not registered, but intend to register during my visit today			
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	B	Radio button, one-up vertical	Single
			Gathering information on a product or manufacturer specified in a design	C		
			Other (please specify)	A		
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		Checkbox, one-up vertical	Multi
			3D models			
			Product application			
			Green information			
			Manufacturer's contacts			
			Cost			
			Other			
CQ0004450	C	What type of information were you looking for when researching products for the **possible inclusion in a design**?	CAD		Checkbox, one-up vertical	Multi
			Spec			
			3D models			
			Green information			
			Product application			
			Manufacturer's contacts			
			Cost			

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
			Other			
CQ0004451		How were you primarily **seeking information** on sweets.com?	Search by keyword feature		Radio button, one-up vertical	Single
			Browse by master format feature			
			Other (please specify)	A		
CQ0004452	A	Other reason seeking information			Text field, <100 char	Single
CQ0004453		Were you able to **find what you were looking for** today?	Yes	A,B	Radio button, one-up vertical	Single
			No			
			Not sure	C,D		
CQ0004454	A	Why were you **not able to find** what you were looking for?	I could not find the manufacturer I was looking for		Radio button, one-up vertical	Single
			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			
CQ0004455	B	Since you could not find what you were looking for, **what do you plan to do next**?	Continue looking for the information at this site		Drop down, select one	Single
			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	E		
			Other			
CQ0004458	E	What other site(s) do you plan to visit?			Text area, no char limit	Single
CQ0004456	C	Why were you **not sure**?	I haven't completed my search on sweets.com yet		Radio button, one-up vertical	Single
			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			
CQ0004457	D	Since you were not sure, **what do you plan to do next**?	Continue looking for the information at this site		Drop down, select one	Single
			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	F		
			Other			
CQ0004459	F	What other site(s) do you plan to visit?			Text area, no char limit	Single
CQ0004460		What **other sources** do you use to search for construction product information?	Google		Checkbox, one-up vertical	Multi
			Other search engine (i.e.: Yahoo!, Teoma, Dogpile, etc.)			
			Reed First Source			
			4specs			
			Arcat			
			Manufacturers websites			

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
Y	Skip Logic Group
Y	Skip Logic Group
N	Skip Logic Group
Y	