

Model Instance Name:

AHRQ Enterprise

MULTIPLE MID

Partitioned (Y/N)?

Date:

Existing Measure - Please fill in; New Measure - DOT will fill in

YES

9/7/2012



AHRQ Enterprise

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION		FUTURE BEHAVIORS	
MQ Label		MQ Label		MQ Label	
	<b>Content (1=Poor, 10=Excellent, Don't Know)</b>		<b>Satisfaction</b>		<b>Return (1=Very Unlikely, 10=Very Likely)</b>
Content - Accuracy	Please rate your perception of the <b>accuracy of information</b> on this site.	Satisfaction - Overall	What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)	Return	How likely are you to <b>return to this site</b> ?
Content - Quality	Please rate the <b>quality of information</b> on this site.	Satisfaction - Ideal	How well does this site <b>meet your expectations</b> ? How does this site <b>compare to your idea of an ideal website</b> ?	Recommend	<b>Recommend (1=Very Unlikely, 10=Very Likely)</b> How likely are you to <b>recommend this site to someone else</b> ?
Content - Freshness	Please rate the <b>freshness of content</b> on this site.				
	<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>				
Look and Feel - Appeal	Please rate the <b>visual appeal</b> of this site.				
Look and Feel - Balance	Please rate the <b>balance of graphics and text</b> on this site.				
Look and Feel - Readability	Please rate the <b>readability of the pages</b> on this site.				
	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>				
Navigation - Organized	Please rate <b>how well the site is organized</b> .				
Navigation - Options	Please rate the <b>options available for navigating</b> this site.				
Navigation - Layout	Please rate <b>how well the site layout helps you find what you are looking for</b> .				
Navigation - Clicks	Please rate the <b>number of clicks to get where you want</b> on this site.				
	<b>Online Transparency (1=Poor, 10=Excellent, Don't Know)</b>				
Online Transparency - Disclose	Please rate how <b>thoroughly</b> this site <b>discloses information</b> about what this company is doing.				
Online Transparency - Quick	Please rate your perception of how <b>quickly company information is made available</b> on this site.				
Online Transparency - Access	Please rate your perception of how well information about this company's actions <b>can be accessed by the public</b> on this site.				
	<b>Search (1=Poor, 10=Excellent, Don't Know)</b>				
Search - Results Relevance	Please rate the <b>relevance of search results</b> on this site.				
Search - Results Organization	Please rate the <b>organization of search results</b> on this site.				
Search - Results Help	Please rate how well the <b>search results help you decide what to select</b> .				
Search - Feature Narrow	Please rate how well the <b>search feature helps you to narrow the results</b> to find what you want.				
	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>				
Site Performance - Loading	Please rate how <b>quickly pages load</b> on this site.				
Site Performance - Consistency	Please rate the <b>consistency of speed from page to page</b> on this site.				
Site Performance - Errors	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

Main
EHC
CAHPS
ePSS
HIT

**AHRQ Enterprise**

QID (Group ID)	Website Main, EHC, CAHPS,HIT, epss, INNOV, MEPS, Qi, NGC, NQMC	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
AML002900	ALL		How frequently do you visit this site?	First time Daily or almost daily About once a week About two or three times a month About once a month Every few months or less often	
AML002901	ALL		How did you learn about this site?	E-mail Print media Radio or television Previous knowledge of AHRQ Third-party search engine (Google, Yahoo, etc.) Link from another Web site Online social media Word of mouth Conference or meeting Class or teacher Other, please specify	A
AML002902		A	Other, How did you learn about this site?		
AML002903	ALL		Which of the following best describes your role in coming to the site today?	Physician/Physician's Assistant Nurse/Nurse Practitioner Other Clinical Specialist Health Care Administrator Allied Health Care Provider Consumer, Patient, or General Public Health Insurer Human Resources Manager Researcher or Analyst Media / Press Librarian Educator Student Retiree Other, please specify	
AML002904		A	Other, best describes your situation or position		
ACQLiv0016074	ALL		Please select your main area of interest for using this web site today.	Agency products or news release Comparative effectiveness of treatments Emergency preparedness Evidence-based clinical practice Family health care General health interest	

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				Grants/contracts/research training assistance Health care plans and insurance Health care quality Health care use and cost Health information technology Job opportunities Medicines and drugs Patient safety Preventive health care Racial/ethnic health care disparities Other, please specify	
ACQLiv0016075		A	Other, main area of interest		
AML002907	ALL		Were you able to find what you were looking for today?	Yes No	A
AML002908		A	What were you unable to find?		
ACQLiv0016078	ALL		Which area(s) of the site did you access today?	About AHRQ AHRQ For You Clinical Information Comparative Effectiveness Consumer & Patients Data & Surveys Funding Opportunities Health IT News & Events Priority Populations Publications Quality & Patient Safety Research Findings Social Media & Multimedia TV & Radio Ads Other (please specify)	A
ACQLiv0016079		A	Other areas of the site accessed		
ACQLiv0016080	ALL		What features on this site did you find most useful	A to Z Index Browse	

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				Contact Us E-mail Updates Enlarge Text Size Frequently Asked Questions Search Site Map Spanish Translations What's New Other (please specify)	A
ACQLiv0016081	ALL	A	Other features		
AML002913	ALL		Did you encounter any technical difficulties?	No Yes, please describe the problem (be as specific as possible)	A
AML002914		A	Please describe technical difficulties		
AML002915	ALL		How could this website be improved (please be specific, i.e., specific new topic content, different data formats, future products, etc.)?		

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		3			
		7			
		3			
		3			
		7			

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		12			
		7			
		7			
		2			

SITE	NAME	MID
Main	AHRQ Main Site	1VAAtA1ZVNs11gY1k1BRJ4g==
EHC	Effective Health	9l8sk4gZsQUQ8VRRNhM00A==
CAHPS	CAHPS	MsktwQB5EF8Zxltk5UsU1g==
ePSS	Electronic Preventive Services	48ptxoB8J1tRAoJhY50Uxw==
HIT	Health IT	ZFwQ9Et1hlkFs5oRshgFlg==
INNOV	Innovations	8RJgBNQs1gUJ0BIIJUAQIQ==
MEPS	MEPS	Zw9FZogM1g5dFt5wElsZ9g==
NGC	Guideline	xsII0hdIY5BUdZ4pZplEtg==
NQMC	Quality Measures	F9tZQ04JQ59oIBBgdVkaYw==
QI	Quality Indicators	UwhhM8A45EgZQx9Qk5F1YQ==