



Model Instance Name: AHRQ Quality Measures  
Quality Measures

MID: MAZ98sJdJBcIs4w4pBZQxg==

Partitioned (Y/N)? Y

Date: 10/11/2011



**AHRQ Quality Measures Model**

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

| ELEMENTS (drivers of satisfaction)   | CUSTOMER SATISFACTION   | FUTURE BEHAVIORS   |
|--|---|--|
| <p><b>Content (1=Poor, 10=Excellent, Don't Know)</b></p>   | <p>What is your <b>overall satisfaction</b> with this site?<br/><i>(1=Very Dissatisfied, 10=Very Satisfied)</i></p>     | <p><b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b></p>                                 |
| <p>Please rate your perception of the <b>accuracy of information</b> on this site.</p>                       | <p>How well does this site <b>meet your expectations</b>?<br/><i>(1= Falls Short, 10=Exceeds)</i></p>                   | <p>How likely are you to use this site as your <b>primary resource for quality measures</b>?</p> |
| <p>Please rate the <b>quality of information</b> on this site.</p>   | <p>How does this site <b>compare to your idea of an ideal website</b>?<br/><i>(1=Not Very Close, 10=Very Close)</i></p> | <p><b>Return (1=Very Unlikely, 10=Very Likely)</b></p>   |
| <p>Please rate the <b>freshness of content</b> on this site.</p>   |   | <p>How likely are you to <b>return to this site</b>?</p>   |
| <p><b>Search (1=Poor, 10=Excellent, Don't Know)</b></p>  |   | <p><b>Recommend (1=Very Unlikely, 10=Very Likely)</b></p>  |
| <p>Please rate the <b>relevance of search results</b> on this site.</p>                                      |   | <p>How likely are you to <b>recommend this site to someone else</b>?</p>                         |
| <p>Please rate the <b>organization of search results</b> on this site.</p>                                   |   |  |
| <p>Please rate how well the <b>search results help you decide what to select</b>.</p>                        |   |  |
| <p>Please rate how well the <b>search feature helps you to narrow the results</b> to find what you want.</p> |   |  |
| <p><b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b></p>   |   |  |
| <p>Please rate the <b>visual appeal</b> of this site.</p>  |   |  |
| <p>Please rate the <b>balance of graphics and text</b> on this site.</p>                                     |   |  |
| <p>Please rate the <b>readability of the pages</b> on this site.</p>   |   |  |
| <p><b>Navigation (1=Poor, 10=Excellent, Don't Know)</b></p>  |   |  |
| <p>Please rate <b>how well the site is organized</b>.</p>  |   |  |
| <p>Please rate the <b>options available for navigating</b> this site.</p>                                    |   |  |
| <p>Please rate <b>how well the site layout helps you find what you are looking for</b>.</p>                  |   |  |
| <p>Please rate the <b>number of clicks to get where you want</b> on this site.</p>                           |   |  |
| <p><b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b></p>  |   |  |
| <p>Please rate how <b>quickly pages load</b> on this site.</p>   |   |  |
| <p>Please rate the <b>consistency of speed from page to page</b> on this site.</p>                           |   |  |
| <p>Please rate the <b>ability to load pages without getting error messages</b> on this site.</p>             |   |  |



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~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

green -- ECRI Institute

Quality Measures CUSTOM QUESTION LIST

| QID     | Skip Logic Label | Question Text                          | Answer Choices<br>(limited to 50 characters) | Skip to | Type (select from list) | Single or Multi | Required Y/N | Special Instructions |
|---------|------------------|--|--|---------|-------------------------|-----------------|--------------|----------------------|
| MMW0616 |                  | How frequently do you visit this site? | This is my first visit                       |         | Drop down, select one   | Single          | Y            |                      |

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|---------|------------------|--|-----------------|---|---------|-------------------------|-----------------|--------------|----------------------|
| MMW0616 |                  | How frequently do you visit this site? | MMW0616A01      | This is my first visit                    |         | Drop down, select one   | Single          | Y            |                      |

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| MMW0616 |                  | How frequently do you visit this site? | MMW0616A01      | This is my first visit                    |         | Drop down, select one   | Single          | Y            |                      |