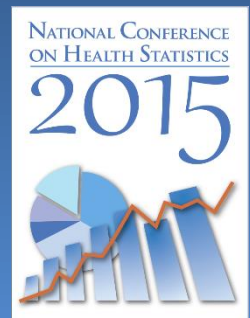


Web Surveys in the National Study of Long-Term Care Providers (NSLTCP): Opportunities and Challenges

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Outline

- Brief introduction to NSLTCP survey
- Key potential advantages and challenges with web
- Recent experiences
 - 2012 experiment – attempt to drive to web
 - Web outcomes in 2012 and 2014 survey
- 2016 plans for web

National Study of Long-Term Care Providers – Survey Overview

	Adult Day	Residential Care
Target respondent	Center or Community Director or Administrator	
Completion modes	Mail and Web with Telephone follow-up for non-response	
Average length (eligible)	Mail questionnaire – 12 pages in 2012, 8 pages in 2014	
Mail	29 minutes	25 minutes
CATI or Web		
Other participation-related factors	<ul style="list-style-type: none"> • Participation is voluntary • Confidentiality protected by CIPSEA 	
Cases fielded	Census	State Census or Probability-based Sample
2012	5,254	11,690
2014	5,443	11,618
Completions		
2012	3,212	4,694
2014	2,763	5,035
National response rates (state range)		
2012	67% (42% - 93%)	55% (44% - 84%)
2014	58% (39% - 80%)	50% (41% - 79%)

Web Completion in Establishment Surveys

- **Potential advantages**

- Increase timeliness of the data collection
- Reduce costs (BRE postage)
- Improved data quality (program skips, consistency checks, simplify complex question formats)
- Gives respondent flexible scheduling for completion
- Reduce respondent burden
- Reduce false ineligibles
- Data retrieval not required to determine eligibility (hard checks)
- Soft checks to encourage low item nonresponse
- Fewer edits post-data collection

- **Ideally, NSLTCP could be web-only survey, but...**

- **Disadvantages or challenges for NSLTCP**

- Do not have email addresses for all cases
- Email is not secure contact mode
- Distribution of Internet use among providers is unknown
- Lower response rates, relative to other modes and over time
- Mode differences—self-administered versus interviewer assisted
- Proprietary multi-mode software could mean programming start-up costs with every new contract

Experiment design—drive to web

	Control		Treatment	
	Adult Day	Residential Care	Adult Day	Residential Care
Initial sample	1,304	2,922	1,303	2,923
Sample excluding OOB and invalids	1,184	2,879	1,177	2,869
9/14/12	USPS Advance letter		only Web Q	
9/25/12	Fedex #1: Mail & Web Q		only Web Q	
10/2/12	USPS Reminder Letter		only Web Q	
10/16/12	Fedex #2: Mail & Web Q		only Web Q	
11/6/12	Fedex #3: Mail & Web Q			
11/29/12	CATI started			
2/28/13	All data collection ended			

Literature—drive to web experiment

Mail versus web

- Response rates generally lower for web versus mail surveys (Manfreda et al., 2008) but some studies contradict this (Yetter and Capaccioli, 2010)
- When given a choice, respondents prefer mail to web (Shih and Fan, 2007).
- Growing preference for the Web over mail mode across time in longitudinal survey (Kovac et al., 2009)
- Some evidence of success in driving respondents to the Web with mail contact (Miller, O'Neill, Dillman, 2009)

Little evidence in establishment surveys (Hardigan, Succar, Fleisher, 2012)

Our study's contribution

- Examine effectiveness of drive to web among our target establishments
- Add to evidence base when contact is by mail (no email addresses)

Does web only versus web-mail choice affect response rates? **YES.**

Adult Day Services Centers				
Outcome measure criteria	Time	Control	Treatment	P value
Completes + Partial completes ----- Sample – Out-of-business – Invalid	Before Web Only got the Mail Option (11/6/12)	34% “Mode Choice”	28% “Web only”	<0.01

Does web only group respond earlier than choice group? **NO.**

Adult Day Services Centers

Outcome measure criteria	Time	Control	Treatment
Completes + Partial completes ----- Sample – Out-of-business – Invalid	Before Web Only got the Mail Option (11/6/12)	34% “Mode Choice”	28% “Web only”
	Start of CATI/ After Web Only got the Mail Option (11/29/12)	44%	39%
	Study end	67%	66%

When given a choice, are providers more likely to complete by web or by mail? **BY MAIL.**

Completion Mode Before Web Only Got Mail Option	Adult Day			Residential Care		
	Control "Mode Choice"	Treatment "Web Only"	<i>P</i> value	Control "Mode Choice"	Treatment "Web Only"	<i>P</i> value
Web	19%	95%	<0.01	17%	99%	<0.01
Mail	81%	5%	<0.01	83%	2%	<0.01

Even if the response rate is higher for choice group than for web only group, can we drive some providers to complete by web? **MAYBE.s**

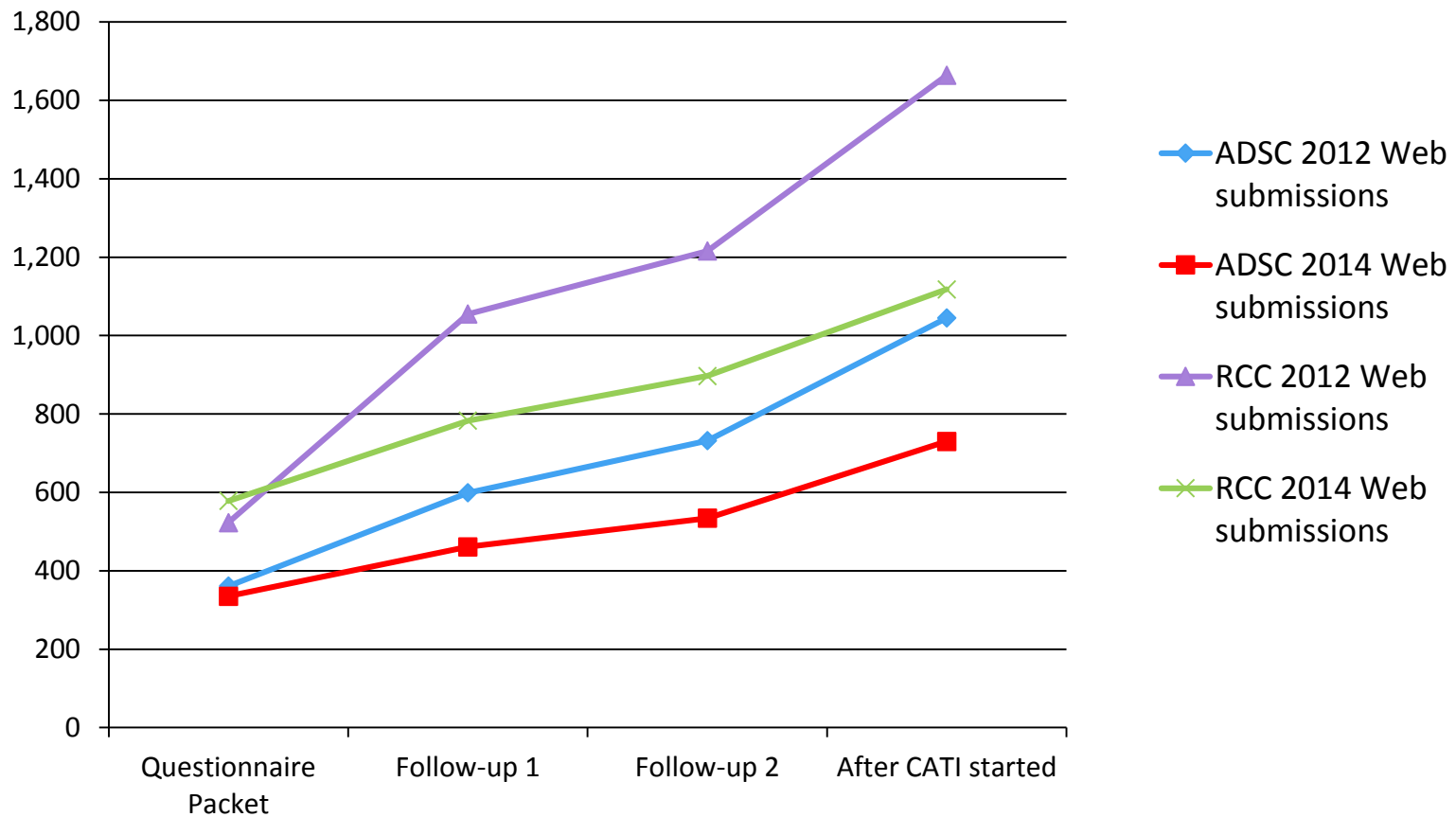
Even if the response rate is higher for choice group than for web only group, can we drive some providers to complete by web? (2) **YES.**

Completion Mode Among Eligible Partial and Full Completes	Residential Care Communities	
	% Completed by Web	% Completed by Mail or CATI
Small 4-10 beds	16	84
Medium 11-25 beds	23	77
Large 26-100 beds	30	70
Very large > 100 beds	32	68

Drive to web experiment— Conclusion, limitation, future research

- Compared to the web only treatment, cases given choice to complete by mail or web had higher response rate and responded sooner.
 - Based on these results, in 2014 and 2016 we offer mail and web to all cases with CATI for non-response.
- No mail-only group and provider associations sometimes mentioned multiple modes
- How should we modify the protocol given that larger RCCs appear more willing than others to complete by web? Use only web just for these?

NSLTCP Web submissions lower in 2012 than in 2014 for both sectors



Line graph showing web submissions during the 2012 and 2014 survey waves of NSLTCP. Web submissions were lower in 2012 than in 2014 for adult day services centers and residential care communities.

NSLTCP Completions by Mode by Year

Completion Mode (Eligible and Ineligible)	Adult Day Services Centers %		Residential Care Communities %	
	2012	2014	2012	2014
Mail	54	60	53	71
Web	33	25	24	18
CATI	13	15	23	11
	100%	100%	100%	100%
National response rates	67%	58%	55%	50%

How to Increase Web Completions?

2016 Web Protocol Changes

- Include tailored insert with each mailing
 - Web login information
- Respondents calling help desk asking for another questionnaire to be mailed
 - Agents will first encourage web completion
- Email reminders via using emails from 2014 adult day respondents
- Experiment - Fedex for 2nd follow-up mailing
 - Increase RR by web or mail?
- Dr. Couper – we welcome your advice!