



## National Study of Long-Term Care Providers

If we boost it, will they come?: Evaluating efforts to promote web completion in a multi-mode national establishment survey

Lauren Harris-Kojetin - NCHS

Christine Caffrey - NCHS

Melissa Hobbs – RTI

Angela Greene - RTI

Manisha Sengupta - NCHS

FCSM 2018 Research and Policy Conference

March 7, 2018

## Overview of 2016 surveys

- On average 30-minute questionnaire
- Multi-mode sequential protocol
- Advance letter
  - 2 questionnaire mailings (offered web & mail)
  - reminder letter
  - 3<sup>rd</sup> questionnaire mailing
  - CATI follow-up with non-respondents
- 4,578/11,688 residential care communities participated—50.7% weighted response rate
- 2,836/5,348 adult day services centers participated—61.8%
- AAPOR Response Rate 4



## Selected relevant literature

- Mail versus web surveys (evidence mixed)
  - Response rates generally lower for web versus mail (Manfreda et al., 2008) but some studies contradict this (Yetter and Capaccioli, 2010)
  - 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)



## Justification/motivation & contribution

- Little evidence in establishment surveys (Hardigan, Succar, Fleisher, 2012)
- Project justification & contribution
  - Cost—Web less expensive than mail (e.g., no keying)
  - Data quality—can program for real-time data quality (edit checks)
  - Less respondent burden—get only relevant questions
  - Examine effectiveness of promoting web mode



## Protocol changes intended to promote web mode

1. questionnaire mailing cover letters mentioned web mode **before** mail mode
2. respondent-tailored **insert** added to questionnaire mailings with web survey login credentials
3. respondents calling survey **help desk** to ask for another questionnaire were encouraged to complete by web
4. adult day cases that provided email addresses in 2014 (46% of adult day cases fielded in 2016) were sent 2 **email reminders with web survey login** information during mailing phase
5. during CATI phase, 19% of adult day cases and 12% of residential care cases requested and were **emailed the web survey login information** rather than complete by CATI

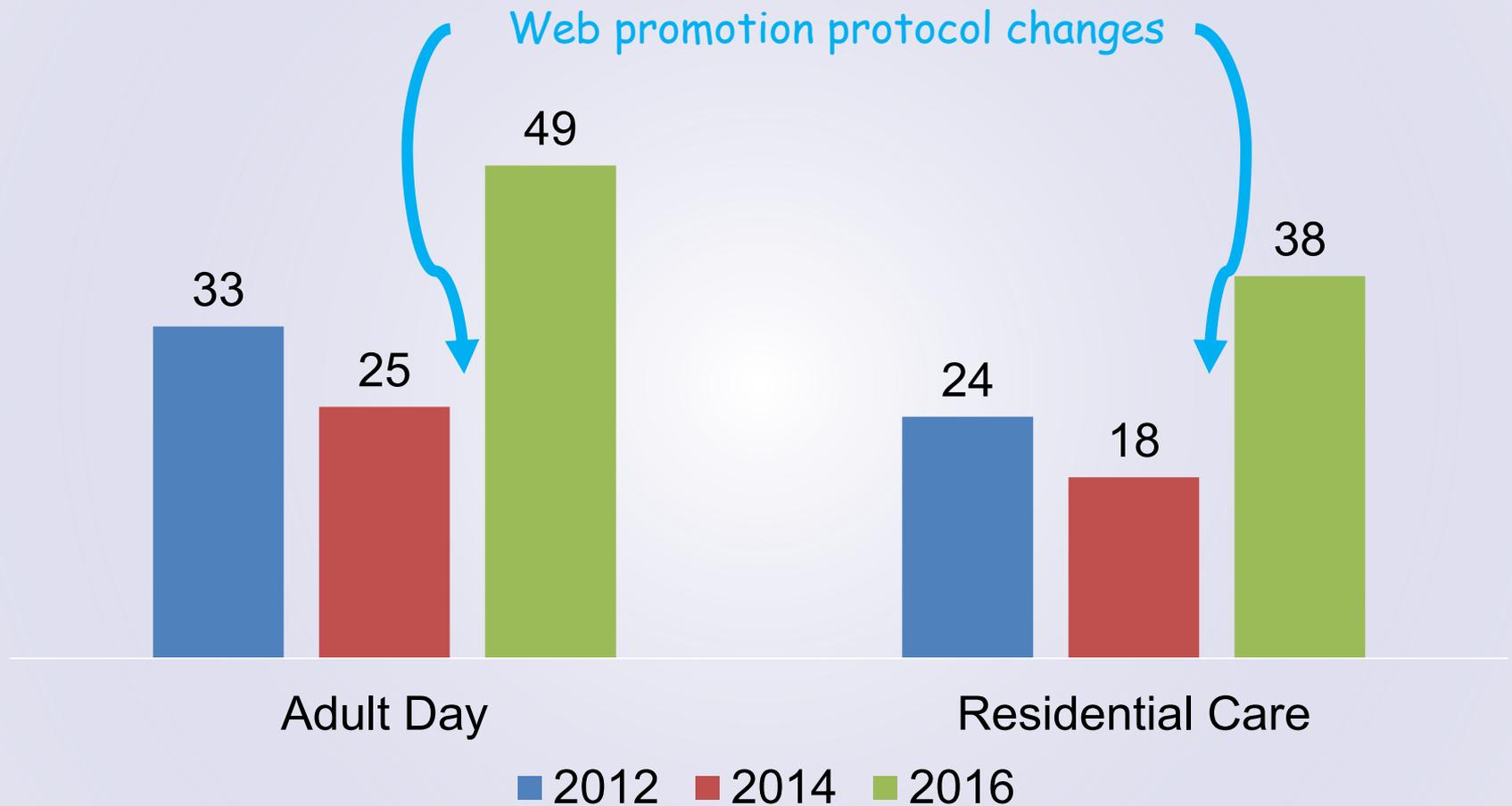


## Methods

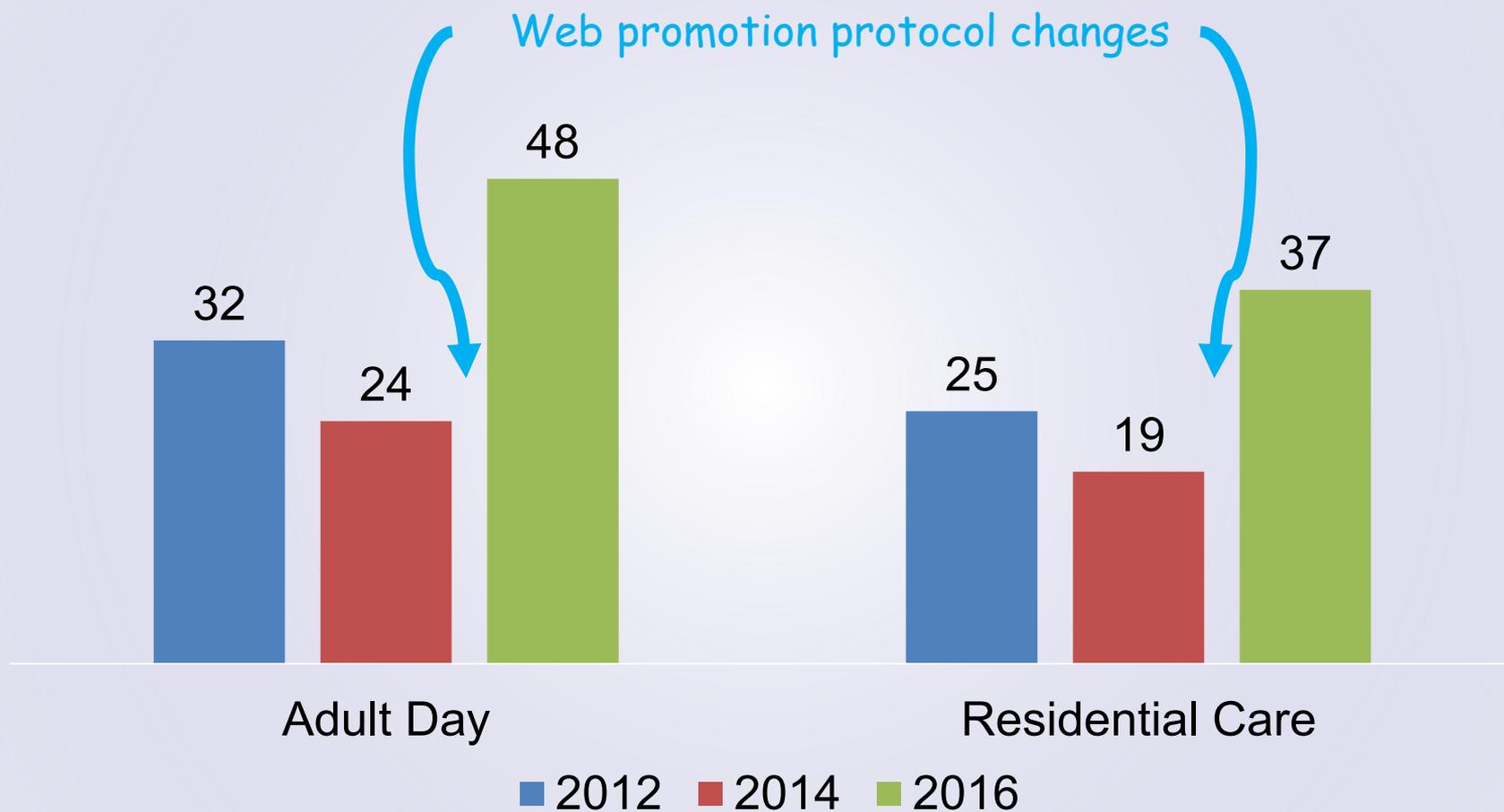
- Examine completions by web as a percentage of all completions and as a percentage of all cases fielded.
  - Completed eligible cases & completed **in**eligible cases = “web completions”
  - Completed eligible
  - Completed **in**eligible
- Compare results for 2012, 2014 and 2016 waves.
- Examine findings for selected protocol changes.
  - Emailed reminders with web login information in mailing phase
  - Emailed web login information in CATI phase



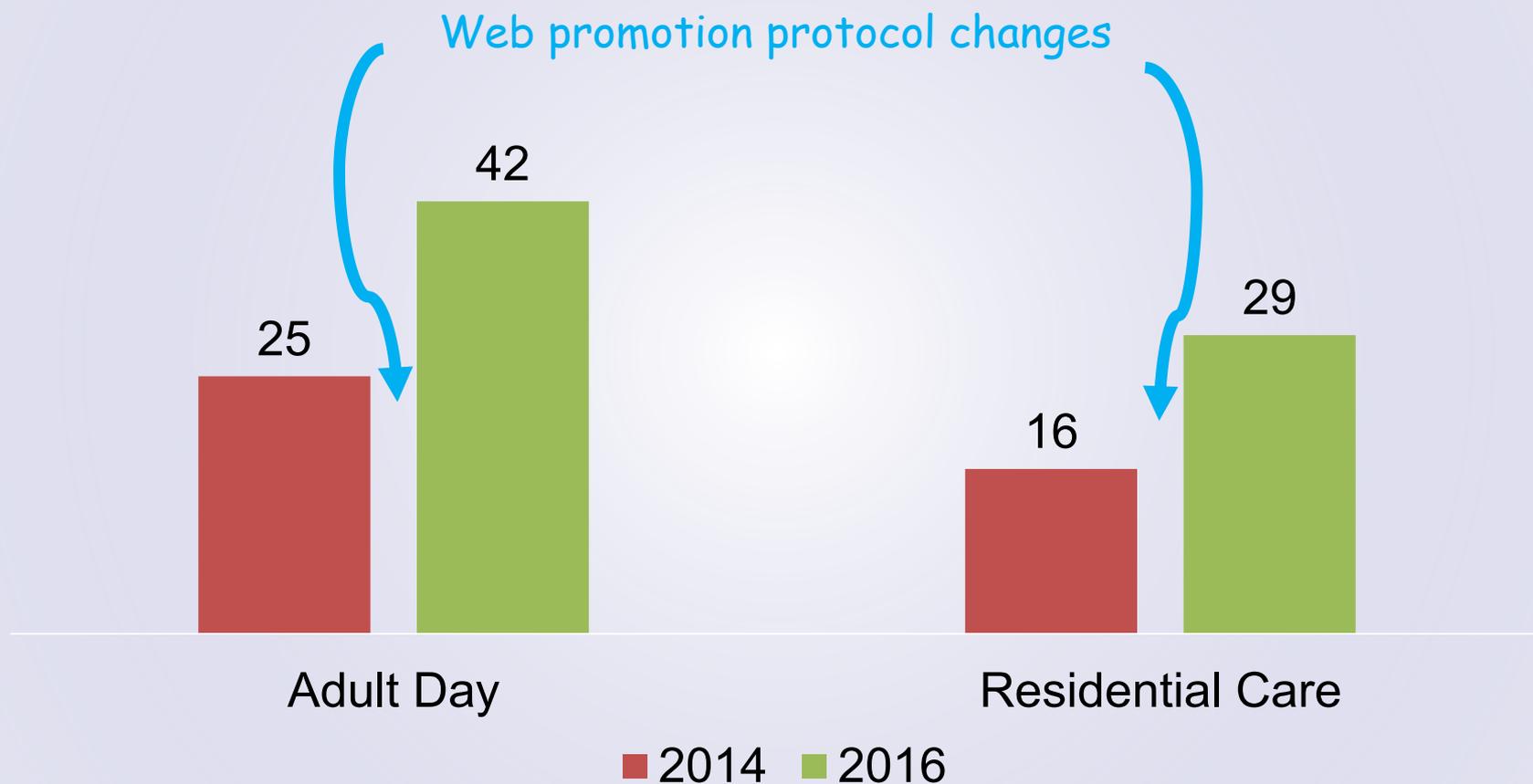
# Web completions as percentage of **all eligible & ineligible completions**, by year



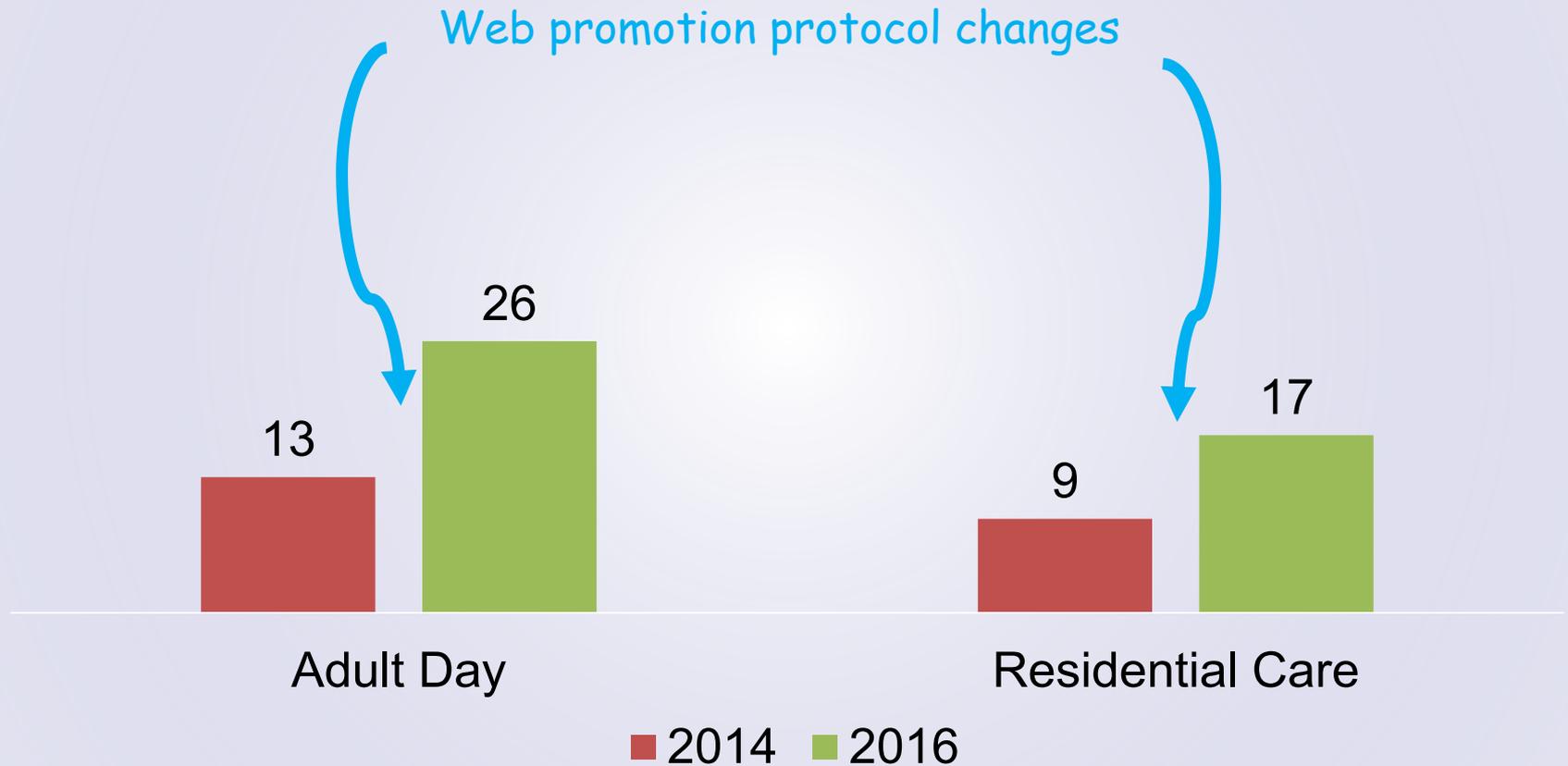
# Eligible web completions as percentage of eligible completions, by year



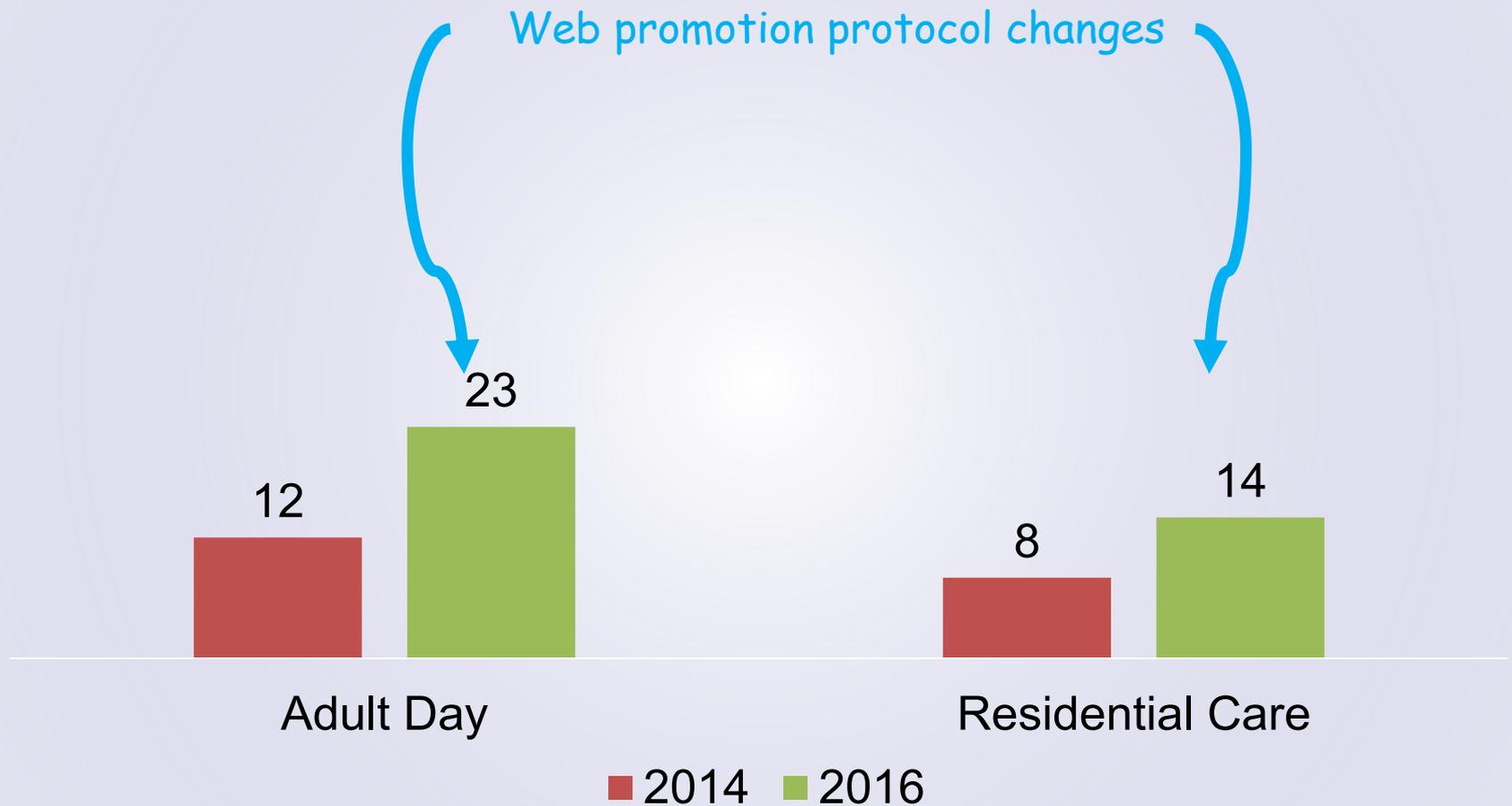
# Ineligible web completions as percentage of ineligible completions, by year



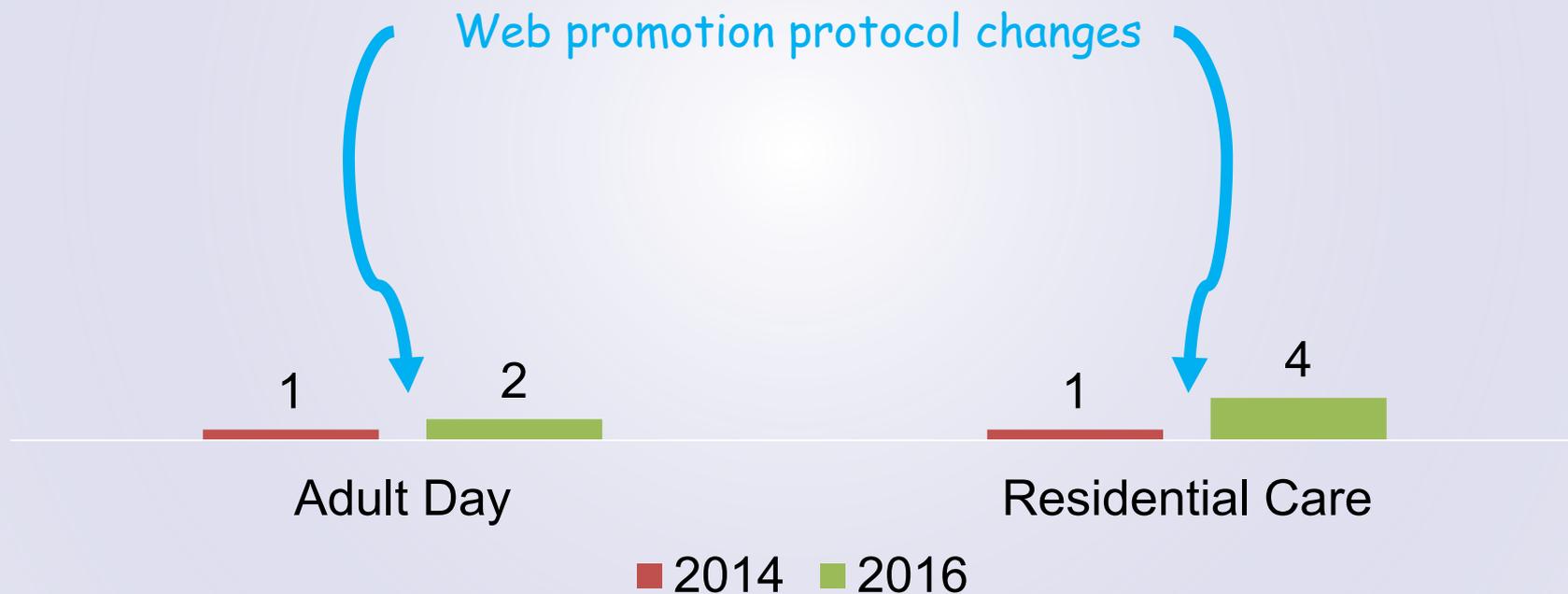
# Web completions as percentage of **all cases fielded**, by year



# Eligible web completions as percentage of all cases fielded, by year



# Ineligible web completions as percentage of all cases fielded, by year



## Findings for selected protocol changes

- Email reminders with web login information in mailing phase
  - Among adult day cases sent email reminders, 482 completed by web.
  - These completes accounted for 17% of all adult day completions.
- Emailed web login information in CATI phase
  - Among adult day and residential care cases sent email reminder, 8% - 9% completed via web in the last 3 weeks of field period.
  - These completes accounted for 2% (residential care) - 3% (adult day) of all completions.



## Limitations

- Not experimental design
- Cannot parse out among all 5 protocol changes



## Take home summary—practical implications

- Protocol changes appeared to produce increase in percentage of completions by web, for both eligible and ineligible cases
- Protocol changes were free or relatively inexpensive to implement
- Intend to continue these protocol changes in future waves



# Supplemental slides



## **Excerpt from cover letters—promote web over mail**

To participate in this important study, please complete the questionnaire by web over a safe and secure network by going to this URL address and typing in your unique User ID and password:

**URL:**

**User ID:**

**Password:**

Benefits to completing by web include getting only the questions that apply to your community based on your responses—so it takes less time—and having the option to print a copy of your completed questionnaire for your records. However, if you prefer to use hardcopy, please complete the enclosed questionnaire and return it in the pre-addressed, postage-paid envelope provided.

# Web promotion insert in all three questionnaire mailings



## 2016 National Study of Long-Term Care Providers

---

Please complete the questionnaire using the most convenient method for you: by web or by mailing in the hardcopy in the enclosed business reply envelope.

To complete by web:

- Go to the secure study website at <https://nsltcp2016.rti.org>
- Enter your unique User ID and Password printed on the left side of this card.

Need assistance? For technical problems or general questions call toll-free 1-866-245-8078.

User ID

<<ID>>

Password

<<password>>