



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

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Overview of 2016 surveys

- On average 30-minute questionnaire
- Multi-mode sequential protocol
- Advance letter
 - 2 questionnaire mailings (offered web & mail)
 - reminder letter
 - 3rd 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

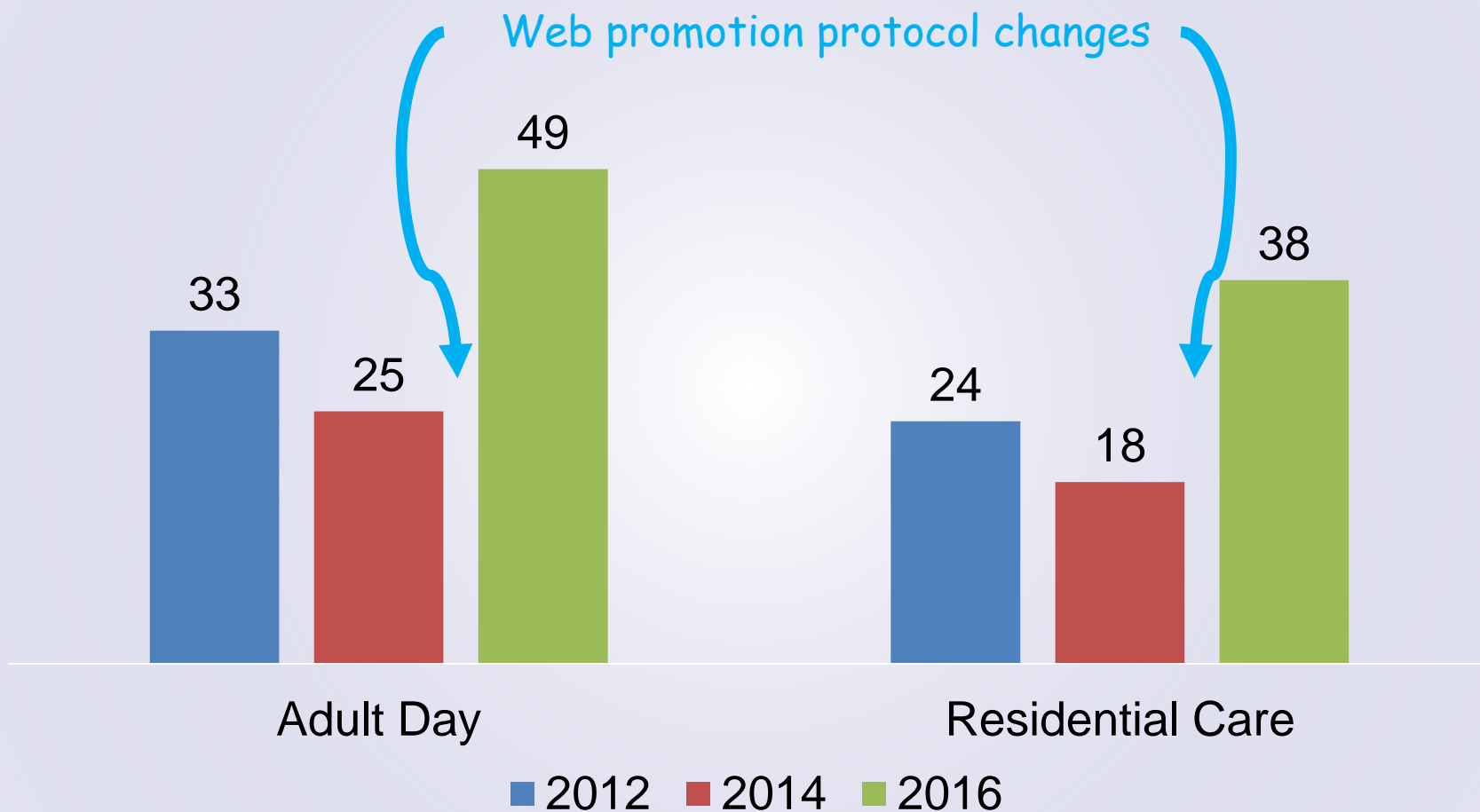


Methods

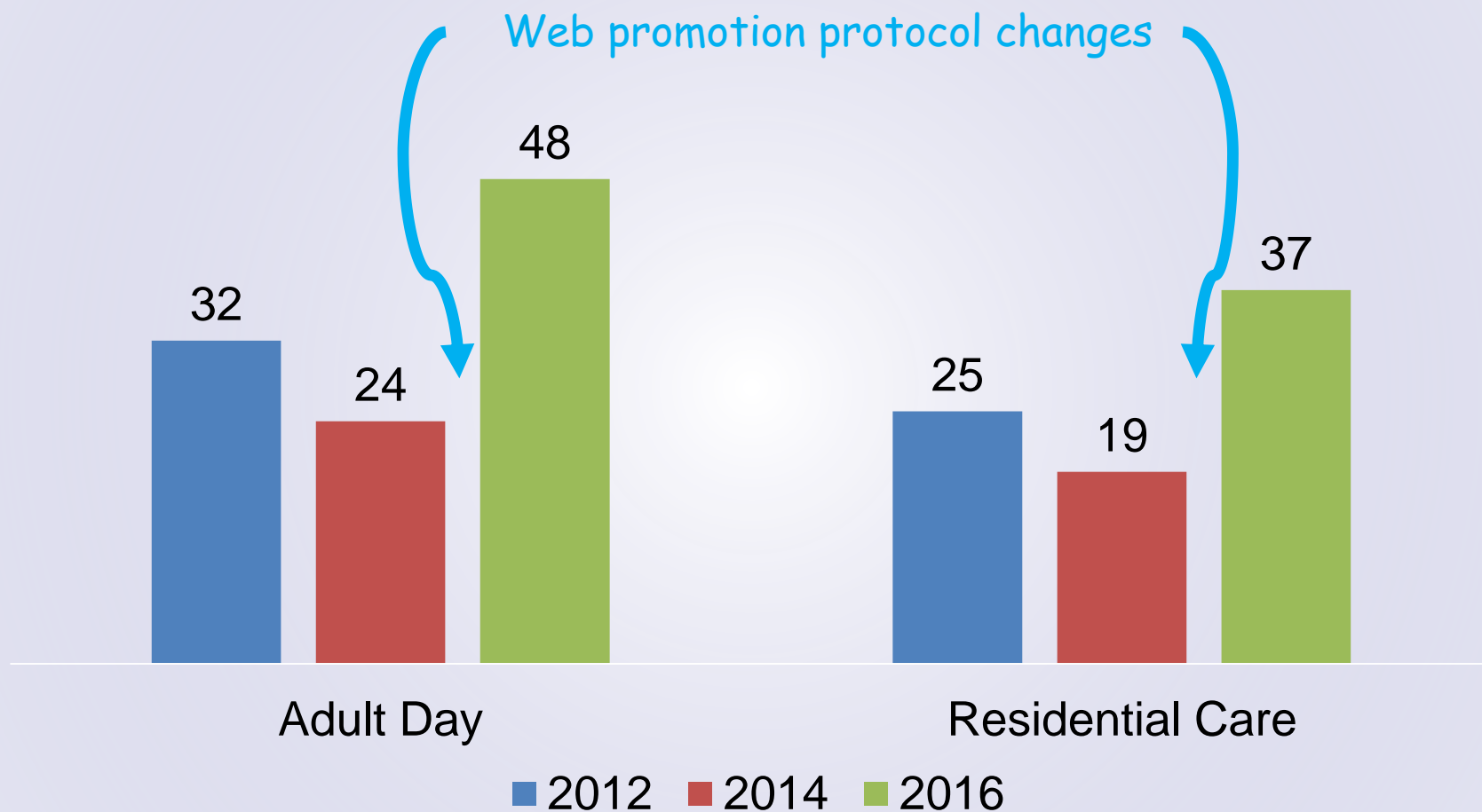
- Examine completions by web as a percentage of all completions and as a percentage of all cases fielded.
 - Completed eligible cases & completed **in**eligible cases = “web completions”
 - Completed eligible
 - Completed **in**eligible
- Compare results for 2012, 2014 and 2016 waves.
- Examine findings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



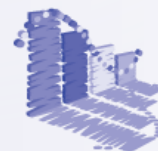
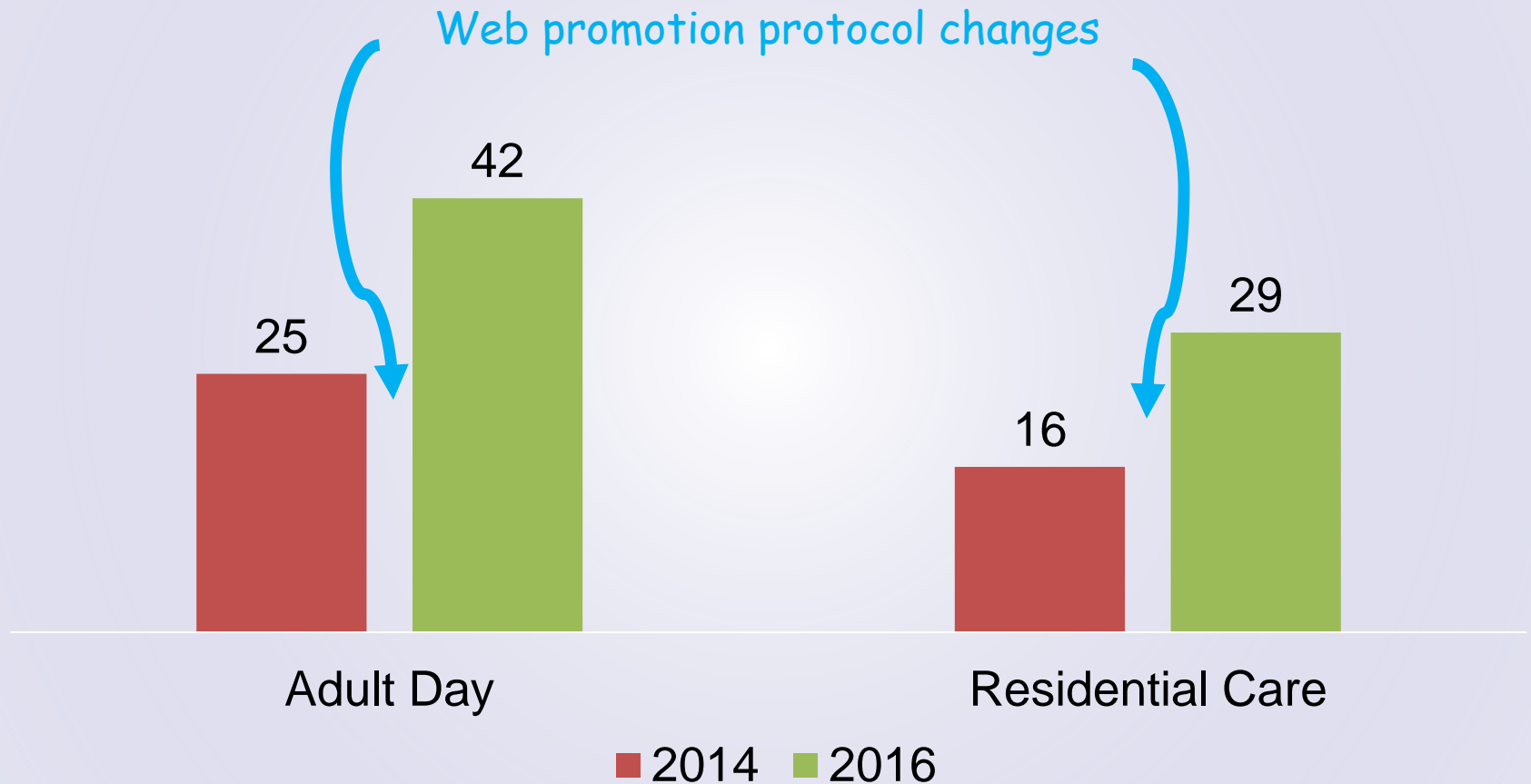
Web completions as percentage of **all eligible & ineligible completions**, by year



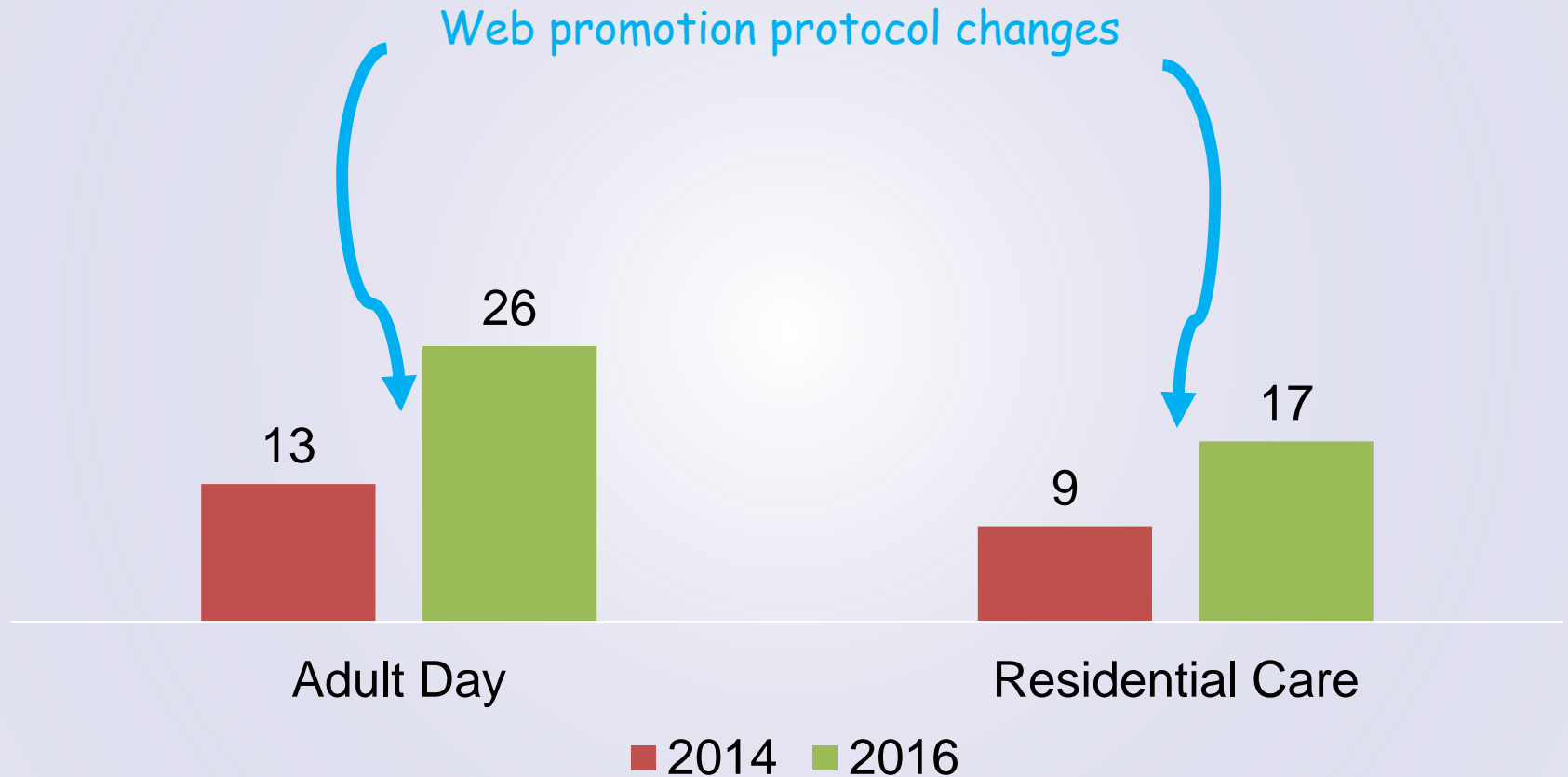
Eligible web completions as percentage of eligible completions, by year



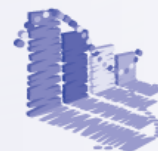
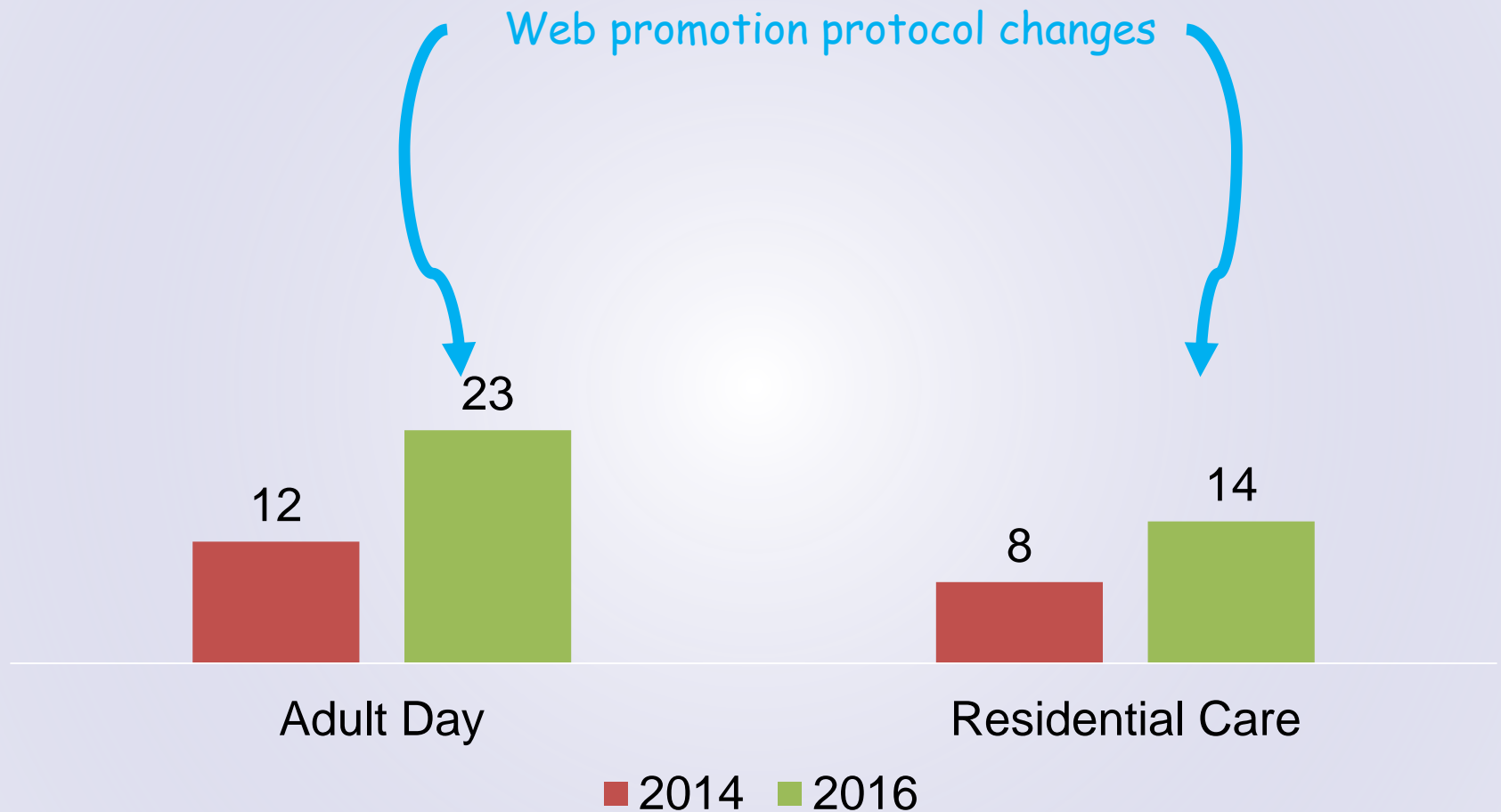
Ineligible web completions as percentage of ineligible completions, by year



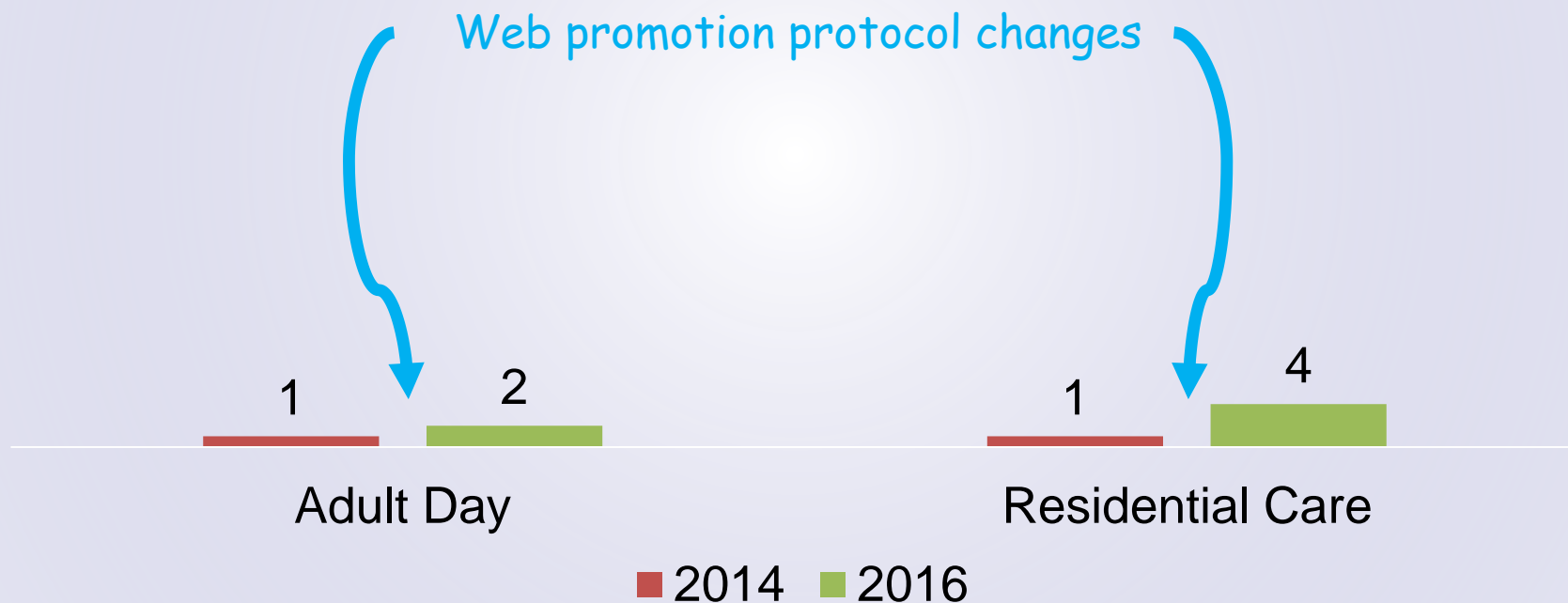
Web completions as percentage of **all cases fielded**, by year



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>>