

ICH CAHPS Response Rates by Mode and Race/Ethnicity

As response rates steadily decline in the survey industry, we continue to look for ways to encourage patient participation in the ICH CAHPS Survey. We recently looked at response rates by data collection mode and race and ethnicity to determine whether certain modes may be better for specific populations.

The table below shows the ICH CAHPS Survey response rates for the 2020 Fall Survey and the 2021 Spring Survey. Response rate information is provided by race and Hispanic ethnicity for each data collection mode. The data collection mode – mail-only, phone-only, or mixed mode – is the mode that the vendor administered the survey in, per the XML file submitted by each vendor. The race and ethnicity designations are from the Renal Data System (RDS) data obtained for sampling.

CMS encourages facilities to consider this information when determining which mode of survey administration might be best for their patient population. For example, if a facility has a large American Indian/Native Alaskan population, it may be more beneficial to have their vendor administer the survey via mixed mode, as the response rates for that mode for that race category are significantly higher than mail-only or phone-only.

| Race/Ethnicity | 2020 Fall Response Rate | | | 2021 Spring Response Rate | | |
|--|-------------------------|------------|------------|---------------------------|------------|------------|
| | Mail-only | Phone-only | Mixed Mode | Mail-only | Phone-only | Mixed Mode |
| White | 28.9% | 25.9% | 32.0% | 23.5% | 21.1% | 28.3% |
| Black | 14.4% | 31.0% | 27.9% | 12.1% | 26.4% | 23.9% |
| Asian | 22.0% | 20.2% | 27.9% | 21.3% | 14.4% | 25.0% |
| American Indian/Native Alaskan | 15.7% | 11.7% | 25.6% | 15.0% | 6.8% | 21.5% |
| Native Hawaiian/Other Pacific Islander | 11.4% | 19.5% | 28.0% | 12.9% | 19.0% | 24.6% |
| Hispanic | 12.1% | 28.1% | 26.0% | 9.4% | 23.3% | 23.2% |