

How are PRC interviewers monitored?

PRC's primary goal is to provide you quality data, and to do this, we vigorously examine how that data is being collected and work diligently to improve those processes. We monitor the data collection at global levels (e.g., Are the dispositions for calls in terms of language, refusal, unable to complete, etc. correct? Are the phone numbers being used as effectively as possible?), at study-type levels (e.g., Are interviewers abiding by the strict CAHPS protocols?), and at the individual interviewer level (e.g., Is the interviewer easy to understand?).

PRC interviewers are monitored and coached on an ongoing basis. To facilitate this monitoring, PRC utilizes a variety of evaluations, the most common of which occurs weekly*. Every PRC interviewer is evaluated on a full PRC survey call each week by a PRC quality assurance (QA) professional.

Calls are monitored, and evaluations are facilitated through PRC's QA program, the "Improv." The Improv allows both live and recorded call monitoring. During live monitoring, the interviewer is not aware they are being observed during the call. When monitoring recorded calls, the QA professional reviews the call as if they were watching live — observing the screen and listening to the recorded audio exchange between the interviewer and respondent. All of our interviewer calls (including calls that do not result in a completed survey) are recorded as a video of the interviewer's screen.

When monitoring a call, QA professionals focus on the interviewer's introduction, probing, typing verbatim comments, and professionalism.

Introduction

- Was the full introduction read (including proper doctor names, facility names, etc.)?

Probing

- Did the interviewer allow the respondent to respond fully to open ended questions without interrupting?
- Was the respondent appropriately probed (and not probed too much) for answers on the Voices® questions?

Typing Verbatim Comments**

- Were respondent comments to open-ended questions typed completely?



Professionalism

- Was the interviewer easy to understand? Did he/she enunciate? Was the volume appropriate for the respondent?
- Were there any awkward pauses? How was the flow? Too rushed? Too slow?
- How was the interviewer's tone? Did he/she sound interested, courteous, and respectful?
- Did the interviewer pronounce the survey terms correctly?
- Were respondent questions answered in a knowledgeable manner?
- Was the full scale of responses (e.g., Excellent, Very Good, Good, Fair, or Poor) read when appropriate?
- Were the correct scaled responses entered into the computer? And at the appropriate time (i.e. waiting until a response is given and not anticipating)?
- Did the interviewer hang up at the appropriate time? Did he/she give enough time to give the respondent to reciprocate, "goodbye?"

When the evaluation is completed, it is sent to the interviewer's team supervisor, who reviews the information with the interviewer. PRC spends so much time training PRC interviewers in protocol and giving them the confidence to perform their job well, that the majority of comments QA professionals send to interviewers are noting their continued stellar performance (e.g., "You had a great tone with the patient. You sounded professional and interested. Keep up the great work!"). At times, however, the notes will contain correction (e.g., "You entered in all of the right responses the patient provided, but you sounded rushed toward the beginning. Try and take a deep breath before beginning the interview and slow down a bit."). All evaluation review items include "how to" instructions to help the interviewer maneuver through future surveys.

High quality measurement at PRC rests heavily on the shoulders of each of our interviewers, and through the weekly evaluations, we take great time and care to ensure each one is meeting PRC's high standards for conducting surveys.

**Interviewers who are CAHPS trained receive an additional weekly evaluation for their CAHPS survey performance. QA professionals who specialize in CAHPS surveys monitor and evaluate only those survey types and ensure that interviewers adhere to the strict CMS interviewing and monitoring guidelines for CAHPS surveys.*

*** PRC interviewers type out what the respondent says, even for studies with Voices®. This process enables the word search feature on PRCEasyView.com® that can filter recordings to specific words said by respondents.*

