

---

## Why does the interviewer read the hospital name but not individual unit names in the survey?

When surveying patients, we want respondents to recognize the legitimacy of PRC's call, and also want to point respondents to think about the specific healthcare experience for which we are calling. Stating the facility name helps to accomplish these objectives. We want to be careful, however, to not compromise patient privacy by revealing too much information, either to the patient or a household member of the patient. We also want to avoid the possibility of inadvertently filtering out or confusing patients who are willing to do the survey but do not recall the name of the specific units where they received care.

When calling about inpatient care in general, reading the hospital name to the respondent works well. The average respondent does not segment unit from unit in their hospital experience. Reading the hospital name in the introduction and throughout the survey keeps the respondent thinking about the recent hospital stay at the particular facility.

When calling about care provided in an outpatient setting or at a clinic, for example, the specific name of that free-standing facility is read to the respondent. In addition, because a patient could potentially have numerous outpatient visits for various reasons over several days, the outpatient service is read to the respondent to help focus the survey questions and responses to the specific visit and type of care provided.

