

Healthcare Assessment



Patient Experience
Assessment & Analysis
CAHPS & ANCC Certified

At A Glance

Ipsos integrates insights from patient experience and healthcare data to empower our clients to transform care delivery. Our ability to harmonize data across the continuum of care to derive actionable insights to drive change is our strength.

Our clients' success is based upon a clear understanding of the individuals and populations they serve. Capturing and leveraging the voice of the patient is essential to informing strategic goals and decisions. Recognizing that patient experience is only one driver of health outcomes, Ipsos integrates patient experience data with other administrative, clinical, and employee experience data to provide a comprehensive, data-driven assessment of the health systems.

With 46 years of experience in survey and patient experience research and analytics in the both the public and private sectors, Ipsos understands the importance of meaningful insights to drive change. Ipsos services range from survey design and implementation to custom analytics and advisory services, including the evaluation of improvement interventions and programs. Ipsos' customizable suite of services allows clients to respond to a rapidly evolving healthcare environment with a person-centered approach.

Ipsos is a CMS-approved survey vendor for a wide array of Consumer Assessment of Healthcare Providers and Systems (CAHPS) surveys and an American Nurses Credentialing Center (ANCC) approved vendor for work toward Magnet designation.



CMS-Approved Survey Vendor for the following Consumer Assessment of Healthcare Providers and Systems (CAHPS) Surveys:

- Hospital CAHPS
- Home Health CAHPS
- In-Center Hemodialysis CAHPS
- Hospice CAHPS
- CAHPS® Survey for ACOs
- Outpatient and Ambulatory Surgery CAHPS



Implementing customer feedback systems for continuous measurement and improvement



Ipsos is one of the world's leading market research companies, operating in 90 markets and employing 18,000 people. Our passionately curious research professionals, analysts and scientists have built unique multi specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Case Study: Survey of Healthcare Experiences of Patients (SHEP)

Client: Veterans Health Administration (VHA)

Background

In 2008, Ipsos implemented the SHEP program on behalf of the Office of Reporting, Analytics, Performance Improvement and Deployment (RAPID) within VHA. This program assesses patients' perceptions of their healthcare experience using the Consumer Assessment of Healthcare Providers and Systems (CAHPS) instruments and protocols, which represents the industry standard for patient experience measurement.

We survey approximately 1.8 million veterans annually about their patient experience across four care settings: inpatient, outpatient, specialty care and care in the community.

SHEP Patient Experience Insight:

We were able to demonstrate that VHA scores higher than the benchmark for Care Transition. Additionally, clear, courteous and respectful communication by nurses is the #1 driver of a positive veteran experience within the Veterans Health Administration.

Ipsos' Veteran Insights Panel (VIP)

We created and maintain an online community panel of 3,500+ veterans for ongoing research. This panel of veterans is used to generate quick polls, test concepts, pre-test survey items and perform deeper analysis into topics via text analytics, discussion boards, blogs and live chats.

Business Questions We Answer:

- How do we know if we are providing patients with a positive experience?
- How can we better understand what aspects of patient care and experience matter most to them?
- How do we identify sub-populations of patients who require additional support?
- How can we enhance experience in a manner that improves quality and safety?
- How can we address barriers in the patient journey?
- How can we identify touchpoints to better leverage resources to improve systems and experiences?
- How can we design processes that encourage patient engagement?
- How can we respond to patient needs in a manner that aligns with strategic goals?
- How can we evaluate the success of an intervention to improve experience and outcomes?

Ipsos' Approach to Healthcare Evaluation

Stage One: Initiation

Foundational Analysis

Programmatic review, data analysis, environmental scans and driver analysis

Action planning, project scoping & stakeholder engagement

Stage Two: Evolution

Facility & VISN Implementation

Provide stakeholders with topic-specific process improvement analyses and recommendations

Disseminate information to support diffusion of innovation through various types of consultations

Stage Three: Maturation

VA system diffusion

Facilitate system-wide knowledge translation & dissemination

Build communities of practices and provide ongoing program and intervention measurement