



Private Healthcare

Survey Quality Moderator Report

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February 2013

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Private Healthcare
GfK
Survey Moderator Statement

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1) Overview

I was involved with this programme of research from within the Competition Commission.

My role as a Survey Quality Moderator is restricted to that of involvement in the Pilot interviewing; the main data collection all being carried out as on-line surveys.

My view is that the Pilot interviewing was carried out professionally and well, and the analysis of the interviews was both rigorous and thoughtful. It contributed not only to questionnaire development but also to survey design, as it informed the decision not to interview Practice Managers, but to increase the samples of Consultants and GPs.

2) Pilot Interviewing

Pilot interviews were conducted by telephone by the three members of the GfK account team (Bridget Williams, Sarah McHugh and Chris Holmes). Those interviewed included three categories of Health Care Professional,

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Hospital Consultant, GP and Practice Managers (5 of each category) and Patients (10).

Potential respondents were pre-recruited and sent a paper copy of the draft questionnaire with instructions not to open the envelope until they were called.

In all cases the agency behaved very professionally, ensuring that the prospective interviewee had given permission for me to listen in before I was allowed in the room where the interview was to take place. The interviews were entirely structured, respondents being asked to give their response to each question in turn, before any probing on clarity or ambiguity took place.

The interviewing was professional and struck a good balance between reasonably brisk collecting of responses and more qualitative discussion of the wording of questions or the appropriateness of the pre-coded responses available.

Respondents seemed very comfortable answering the questions and I felt gave their honest opinions.

3) Analysis of pilot interviews

GfK did an extremely thorough analysis of all the pilots, providing a spreadsheet of responses by individual (without personal details or identifiers) and recommending question modification as they felt necessary.

This provided the basis for good discussion on questionnaire development.

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As a result of the pilot it was decided not to interview Practice Managers, who appeared to have a largely administrative role rather than influencing the decision making process. Instead the final HCP survey included a larger sample of Consultants and GPs.

4) Survey Moderator Involvement

The opinions in this report are based on:

1. Listening in to HCP pilot interviews : 5th Oct 2012
2. Post pilot discussion HCPs : 18th Oct 2012
3. Listening in to Patient pilot interviews : 25th and 26th Oct 2012
4. Post pilot discussion of Patient pilots : 1st Nov 2012

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