



1.6 Requirements to implement the PHDS-PLUS

This manual provides detailed technical guidelines for implementing the PHDS-PLUS in Medicaid. Below is a summary of the strategic and technical requirements for the successful use of the PHDS-PLUS in Medicaid, which are discussed in more detail throughout this manual.

Summary of Strategic and Technical PHDS-PLUS Requirements for Medicaid

1. Determine **priority uses** of PHDS-PLUS Quality Data
2. Identify and Engage **key partners**
3. Construct and supply **sampling data set** to experienced survey vendor
4. Contract with and provide ongoing guidance to **survey vendor**
 - **Average time** required to administer the PHDS-PLUS: 12–15 minutes
 - Range of **costs** to administer the PHDS-PLUS: \$18–\$25 per completed survey
 - Range of observed **response rates** for Medicaid: 78%–94% of parents successfully contacted and 35–50% families included in the starting sample.

Strategic Requirements: The PHDS-PLUS requires Medicaid programs to (1) clearly define how this tool fits into their overall quality measurement and improvement strategy and (2) to identify key partners.

1. **Priority Application(s):** Medicaid agencies need to determine the priority application or applications for the PHDS-PLUS data. For example, will results be used to (a) assess and compare performance of health care plans; (b) compare quality of care across specific subgroups of children; and/or (c) determine health risks and unmet needs of children living in different parts of the state.
2. **Key Partners:** Medicaid agencies need to consider who to involve up front in order to ensure that information derived from the PHDS-PLUS is best used to inform, shape, and stimulate improvements in care. For example, (a) other state health agencies who also track and seek to improve preventive and developmental services for young children; (b) pediatric provider associations

and practices who will need to take action in order to improve care; and/or (c) parents of young children who can be key allies in stimulating improvements in care.

Technical Requirements: Medicaid programs will need to (1) supply Medicaid client/parent contact, sampling, and analytic information and (2) ensure survey vendors conduct sampling, administration, and scoring in a high-quality manner.

1. **Contact and Eligibility Information:** Medicaid agencies will need to construct a sampling data set that includes contact and eligibility information for all Medicaid clients who meet criteria to be included in the PHDS-PLUS sample. This will include providing (a) telephone and mailing information; (b) length of continuous enrollment; (c) whether the child received a well-visit in the past year; (d) number of visits in the past year; (e) child's age; and (f) other variables, such as health plan enrollment, that may be required to identify children for whom Medicaid agencies want to ensure are adequately represented in order to examine PHDS-PLUS quality scores.
2. **Survey Vendor Supervision and Guidance:** To get the most out of the PHDS-PLUS survey, most Medicaid programs will need to ensure that the survey vendor they contract with to sample, administer, and score the PHDS-PLUS has adequate guidance and supervision regarding (a) sampling to ensure sufficient completed sample sizes for different subgroups of children; (b) administering the survey to ensure the highest response rate possible; (c) coding and constructing quality scores and analytic variables based on survey data; and (d) scoring and presenting the data in different ways in order to inform the range of applications defined by Medicaid. (Average costs for survey vendors to administer the PHDS-PLUS have ranged from \$18–\$25 dollars per completed survey.)

Requirements of Medicaid Clients: Parents of young children (1) need to be able to be contacted and (2) respond to the PHDS-PLUS.

1. **Keeping Contact Information Up-to-Date:** Medicaid clients should be encouraged to keep their contact information up-to-date.
2. **Responding When Contacted:** Medicaid clients should be encouraged to respond to surveys about the health care their child receives as a way to ensure that Medicaid programs have information from parents to assess and ensure the highest quality of care possible. The PHDS-PLUS takes about 12–15 minutes of time to administer by phone. Across Medicaid programs to date, PHDS-PLUS response rates have ranged from 78%–94% of parents who were able to be contacted.

Checklist for Planning, Implementing and Reporting PHDS-PLUS Results



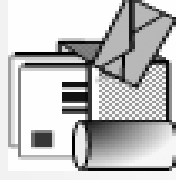
Plan Your PHDS-PLUS Implementation Strategy

- Clarify where you want to end up!
- Identify & engage key partners
- Plan sampling strategy
- Confirm feasibility of sampling strategy
- Develop & test any supplemental survey items
- Identify analytic information to collect at time of sampling



Prepare for Survey Administration

- Organize your implementation team
- Set up project implementation timeline
- Create sampling frame & analytic variable datasets
- Finalize survey administration process & management plans
- Finalize survey design & CATI program setup



Conduct Survey & Prepare for Data Analysis

- Conduct survey & track responses
- Clean survey data
- Obtain updated enrollment & utilization information
- Weight survey data to represent the target population



Construct Quality Measures & Plan to Report Findings

- Calculate core PHDS PLUS quality variables
- Calculate core PHDS PLUS analytic variables
- Calculate additional quality measures & analytic variables



Report your PHDS-PLUS Findings

- Plan for communicating findings to each key audience
- Design & produce targeted reports
- Disseminate PHDSPLUS results