



Our Research-Based Approach to Clinical Outcome Assessment (COA) Construction

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We offer something different in COA development

OUR APPROACH

While we follow regulatory guidance for COA development (FDA 2009), at Health Outcomes Insights we build on this by bringing the latest research and thinking in both offline and online questionnaire design that will enhance the quality of data collected by your COA.

Achieving satisfactory psychometric properties of a COA is an essential element in its development, however, it should not be the sole arbiter of the reliability and validity of the information obtained.

Psychometric properties of a COA can mask a multitude of COA poor design issues that can lead to inaccurate and poor-quality data, high question breakoff and lowered response rates.

The understanding we bring to COA development include:

- The differences between mobile, PC and paper respondent behaviour and how this impacts on response rates and survey breakoffs
- How to write a survey invite that increases response rates
- The design of online surveys including, what is a good welcome screen and why is the first question important
- Question format for mixed mode administration
- The ideal and maximum length for an online survey
- Question formats to be avoided and optimal question line length
- To have or not a question opt-out choice
- Whether to use fully labelled or endpoint labelled response options
- Slider versus radio button question response format
- How question layout can affect respondents' answers

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OUR APPROACH TO COA PRETESTING

Pretesting is a key requirement in the development of a COA to help identify any weaknesses in item wording, respondent comprehension, response options and layout etc. prior to further field testing and piloting. However, regulatory guidance for COA development (FDA 2009) does not specify which methodology to use.

At Health Outcomes Insights we are aware that different methodologies will identify different problems, so we again draw on the latest research and thinking in applying a multimethod approach to COA pretesting. These include:

- Cognitive interviews (Think aloud and retrospective recall)
- Behaviour coding
- Focus groups
- Respondent debriefing
- Expert groups

Only by adopting a multimethod approach to COA evaluation is it possible to detect and address different aspects of the questionnaire that are likely to go unidentified when using one methodology.

Health Outcomes Insights

Getting targeted answers to patient behaviour and outcomes



Health Outcomes Insights helps healthcare agencies and pharmaceutical companies across a range of diseases and conditions, get targeted answers to patient behaviour and experiences whenever health outcomes are part of your programme.

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