



Questions & Answers

How do I know that your service will identify and rectify any design problems?

Our expert review platform has been developed on the basis of recognised best practice for questionnaire design. In addition we bring more than 30 years of experience in this area.

I've got very little experience on questionnaire design, does that matter?

Our expert review platform has been developed to do the work for you. You simply do the revisions or ask us to edit the questionnaire for you.

How much will it cost to have the questionnaire reviewed?

That depends on the length of the questionnaire and how complex it is. We always provide a quote before starting the review.

How long does it take to have my questionnaire reviewed?

That depends on how long and well designed the questionnaire is. We endeavour to get detailed feedback and recommendations on how to improve the questionnaire to you within 48 hours.

Does it matter what type of questionnaire it is?

No! Whether it is a patient satisfaction, experience, community survey or patient reported outcomes measure, we apply the same review procedures.

Does it matter how the questionnaire is going to be administered e.g. online, mobile or paper?

We apply the same review process whether the questionnaire is for an online, mobile survey or post. However, as design requirements can differ between paper and online and mobile, we provide feedback specific to administration mode.

How do we get the questionnaire to you for review?

We prefer hard copy such as a Word doc or PDF. However, if the survey has been set up on SurveyMonkey for example, you can share an online preview of your questionnaire with us.

What does the feedback include?

We provide feedback on more than 30 parameters of good questionnaire design when required. These include:

- Complex/conflicting/missing information of instructions
- Question wording including, wording complexity/ vague terminology/word length/bias
- Appropriateness of question type
- Appropriateness of response options
- Layout
- Reading ease

Do I make the revisions to the questionnaire myself or will that be done by Health Outcomes Insights?

We will provide you with detailed feedback on how your questionnaire can be improved so you can decide whether you want to make the changes yourself or would like us to do it. If you want us to make the changes and edit the questionnaire this will be an extra cost which we will discuss with you first.

If I want to discuss the revisions with Health Outcomes Insights what do I need to do?

When we provide you with the detailed feedback on any revisions and recommendations we always arrange a follow-up phone call where we can answer any of your questions.

If I want to discuss having my questionnaire reviewed who do I need to contact?

You can reach us either by email: info@healthoutinsights.com or if you prefer call us Tel: +44(0) 1367 615 052

Based on years of research and expert opinion, QuestReview™ – our questionnaire design review tool – identifies prior to your questionnaire going into the field – those often subtle poor questionnaire design issues that lead to poor results. QuestReview™ saves you time and costs as well as ensuring you get the information you need.