

JULIE A. BROWN

EDUCATION

B.A., Social Ecology, 1985, University of California, Irvine
Emphasis in Environmental Analysis

PROFESSIONAL EXPERIENCE

2017-Present -- Director, Survey Market Development, RAND Corporation, Santa Monica, California
2002-2017 -- Director, Survey Research Group, RAND Corporation, Santa Monica, California
2000-Present – Senior Study Director, Survey Research Group, RAND Corporation, Santa Monica, California
1997-2002 -- Operations Manager, Survey Research Group, RAND Corporation, Santa Monica, California
1985-2000 -- Survey Coordinator, Survey Research Group, RAND Corporation, Santa Monica, California
1984-1985 -- Acting Survey Manager, Public Policy Research Organization, University of California, Irvine

RESEARCH AREAS

Ms. Brown has research expertise in the design and conduct of patient experience of care surveys, leading several development efforts associated with the Consumer Assessment of Healthcare Providers and Systems (CAHPS). She is an experienced project leader and has managed teams of researchers, programmers, operations staff and subcontractors in the conduct of large-scale and complex data collection in support of health services and public policy research (including multiple mode experiments). As a survey methodologist, Ms. Brown has expertise in all aspects of survey operations such as budget development, instrument design, staff recruitment and training, operations management, and budget tracking in multiple modes including field abstraction, focus groups and one-on-one interviews (and other qualitative methods), self-administered mail surveys, field surveys, telephone surveys, and electronic data collection. Ms. Brown has moderated over 125 focus groups and conducted more than 280 cognitive interviews.

Her areas of interest include:

- Development and testing of survey instruments targeted to special populations
- Patient experience of care and how patients navigate care delivery systems
- Health-related quality of life among individuals with chronic conditions
- Evaluation of health care delivery and evaluation of health outcomes
- Implementation of survey methodology, assessment of mode effects, assessment of non-response bias, and complex sample design

Selected Projects

Implementation Projects: Ms. Brown is co-principal investigator on two national implementation contracts: *CAHPS® Surveys for the Merit Based Incentive Payment System, Medicare Shared Savings Program, and Next Generation ACO Model* and *National Implementation of Medicare Advantage and Prescription Drug Plan CAHPS*. For both projects, she is responsible for leading a team of RAND and subcontract staff in the development, support and oversight of survey implementation procedures, secure file transfer systems, vendor training, and technical support to national survey vendors.

Instrument Design: She leads the instrument design team for the fifth iteration of the *Consumer Assessment of Healthcare Providers and Systems (CAHPS) Project*. RAND is one of two grantees on the project, and the research goal is to develop and maintain a tool kit of survey measures, quality improvement guidance and consumer report formats and guidance that can be used by providers and purchasers to assess and report consumer experience with health care. As part of this project, she has played a key role in all the ambulatory CAHPS measures since 1995. Her CAHPS Health Plan Survey work focused on measures targeted toward beneficiaries of Medicaid and AFDC benefits, recipients of Supplemental Security Income, and Medicare beneficiaries (including prescription drug plan purchasers and health plan disenrollees). Ms. Brown is responsible for the design and conduct of all qualitative work (focus groups and cognitive interviews) on this project.

She led the instrument design work for *CAHPS Survey Implementation for the Medicare Shared Savings Program*, and in that capacity led the development and testing of a survey instrument comprised of the Clinician & Group CAHPS Survey, existing CAHPS supplemental items, and newly developed items to assess consumer experience with Accountable Care Organizations and group practices participating in the Physician Quality Reporting System (PQRS).

Ms. Brown was the instrument design lead for the *Center of Excellence for Children with Complex Needs* a multi-site center funded by AHRQ and housed at Seattle Children's Research Institute tasked with development and testing of clinical and survey measures targeted to children with complex medical conditions. She led the development and field-test data collection for the Family Experience of Care Coordination Survey, and survey measure to assess transitions from hospital or emergency department to home, and to assess the thoroughness of communication provided to parents and caregivers of children during hospital or emergency department encounters related to mental health care.

Focus Groups: In addition to focus groups with women who receive Medicaid and AFDC benefits conducted for CAHPS, Ms. Brown has moderated focus groups across a wide range of populations, some of which include: primary care and specialist physicians, surgeons, low-income African-American residents of South Central Los Angeles, low-income Hispanic and Latino residents of East Los Angeles, Middle-income residents of the San Gabriel Valley,

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patients who receive hemodialysis, patients who have received a kidney transplants, nurses and other providers of care to patients with chronic end-stage renal disease, patients with neuropathy, adults with parents in nursing homes, and recent patients of nursing home or rehab care facilities.

Other Health Studies: Ms. Brown has expertise in health studies of special populations, such as physicians, the homeless, the elderly and individuals with chronic illness. She led the second, third, and fourth mode experiments for HCAHPS, having primary responsibility for design and management of this large-scale survey effort.

PROFESSIONAL ORGANIZATIONS AND OTHER EXPERIENCE

American Association of Public Opinion Research

World Association for Public Opinion Research

2016- Present Faculty, Pardee RAND Graduate School, developed and teach course on design and conduct of web surveys

JOURNAL ARTICLES

Beckett, M.K., Elliott, M.N., Burkhart, Q., Cleary, P.D., Orr, N., **Brown, J.A.**, Gaillot, S., Liu, K. and Hays, R.D., 2019. "The effects of survey version on patient experience scores and plan rankings." *Health Services Research*. Feb;54(1):5-12. DOI:10.1111/1475-6773.13088

Gidengil, C., Parast, L., Burkhart, Q, Brown, J., Elliott, M.N., Lion, K.C., McGlynn, E.A., Schneider, E.C., Mangione-Smith, R. 2017. "Development and Implementation of the Family Experiences With Coordination of Care Survey Quality Measures." *Academy Pediatrics*. 17(8):863-870. DOI:10.1016/J.ACAP.2017.03.012

Beckett, M.K., Elliott, M.N., Gaillot, S., Haas, A., Dembosky, J.W., Giordano, L.A., and **Brown, J.A.** 2016. "Establishing Limits for Supplemental Items on a Standardized National Survey." *Public Opinion Quarterly*. Oct;80(4):964-976. DOI:10.1093/POQ/NFW028

Brown, J.A., Serrato, C.A., Hugh, M., Kanter, M.H., Spritzer, K.L. and Hays, R.D., 2016. Effect of a post-paid incentive on response rates to a web-based survey. *Survey Practice*, 9(1).

Stucky, B.D., Hays, R.D., Edelen, M.O., Gurvey, J., and **Brown, J.A.** 2016. "Possibilities for Shortening the CAHPS Clinician and Group Survey." *Medical Care*. Jan;54(1):32-7. DOI: 10.1097/MLR.0000000000000452

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- Burkhart, Q., Haviland, A.M., Kallaur, P., Edwards, C., **Brown, J.A.**, and Elliott, M.N. 2015. "How Much Do Additional Mailings and Telephone Calls Contribute to Response Rates in a Survey of Medicare Beneficiaries?" *Field Methods*. 27(4). DOI: 10.1177/1525822X14555309
- Hays, R.D., Martino, S., **Brown, J.A.**, Cui, M., Cleary, P., Gaillot, S., and Elliott, M.N. 2014. "Evaluation of a Care Coordination Measure for the Consumer Assessment of Healthcare Providers and Systems (CAHPS) Medicare Survey." *Medical Care Research and Review*. Apr;71(2):192-202.
- Hays RD, LJ Berman, MH Kanter, M Hugh, RR Oglesby, CY Kim, M Cui, **J Brown**. 2014. "Evaluating the Psychometric Properties of the CAHPS Patient-Centered Medical Home Survey." *Clinical Therapeutics*. May 1;36(5):689-96.
- Quigley DD, SC Martino, **JA Brown**, RD Hays. 2013. "Evaluating the Content of the Communication Items in the CAHPS® Clinician and Group Survey and Supplemental Items With What High-Performing Physicians Say They Do." *The Patient-Patient-Centered Outcomes Research*. Sep 1;6(3):169-77.
- Martino, SC, RM Weinick, DE Kanouse, **J Brown**, AM Haviland, E Goldstein, JL Adams, K Hambarsoomian, DJ Klein, MD Elliott. 2013. "Reporting CAHPS and HEDIS Data by Race/Ethnicity for Medicare Beneficiaries." *Health Services Research*. Apr;48(2 Part 1):417-434.
- Elliott, MD, **J Brown**, WG Lehrman, MK Beckett, K Hambarsoomian, LA Giordano, E Goldstein. 2013. "A Randomized Experiment Investigating the Suitability of Speech-Enabled IVR and Web Modes for Publicly Reported Surveys of Patients' Experience of Hospital Care." *Medical Care Research and Review*. Apr;70(2):165-184.
- Scholle, SH, O Vuong, L Ding, S Fry, P Gallagher, **J Brown**, RD Hays, PD Cleary. 2012. "Development of and Field Test Results for the CAHPS PCMH Survey." *Medical Care*. Nov;50(11 Suppl 3):S2-S10.
- Chen, AY, MN Elliott, KL Spritzer, **J Brown**, SA Skootsky, C Rowley, RD Hays. 2012. "Differences in CAHPS Reports and Ratings of Health Care Provided to Adults and Children." *Medical Care*. Nov;50(11 Suppl 3):S35-S39.
- Frentzel, EM, J Sangl, CT Evensen, C Cosenza, **J Brown**, SD Keller, SA Garfinkel. 2012. "Giving Voice to the Vulnerable: The Development of a CAHPS Nursing Home Survey Measuring Family Members' Experiences." *Medical Care*. Nov;(50 Suppl 3):S20-S27.

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- McInnes, DK, **J Brown**, RD Hays, PM Gallagher, JD Ralston, M Hugh, M Kanter, C Serrato, C Cosenza, J Halamka, L Ding, PD Cleary. 2012. "Development and Evaluation of CAHPS Questions to Assess the Impact of Health Information Technology on Patient Experiences with Ambulatory Care." *Medical Care*. Nov;50(11 Suppl3):S11-S19.
- Weech-Maldonado, R., JL Dreachslin, **J Brown**, R Pradhan, KL Rubin, C Schiller, and RD Hays. 2012. "Cultural Competency Assessment Tool for Hospitals: Evaluating Hospitals' Adherence to the Culturally and Linguistically Appropriate Services Standards." *Health Care Management Review*. Jan-Mar, 37(1):54-66.
- Hays RD, **J Brown**, LU Brown, KL Spritzer, and JJ Crall. 2006. "Classical test theory and item response theory analyses of multi-item scales assessing parents' perceptions of their children's dental care." *Medical Care*. 44 (11 Suppl 3):S60-S68.
- Baker DW, SM Asch, JW Keeseey, **JA Brown**, KS Chan, G Joyce, and EB Keeler. 2005. "Differences in education, knowledge, self-management activities, and health outcomes for patients with heart failure cared for under the chronic disease model: the improving chronic illness care evaluation." *J Card Fail*. Aug;11(6):405-13.
- Higashi T, RD Hays, **JA Brown**, CJ Kamberg, C Pham, DB Reuben, PG Shekelle, DH Solomon, RT Young, CP Roth, JT Chang, CH MacLean, and NS Wenger. 2005. "Do Proxies Reflect Patients' Health Concerns About Urinary Incontinence and Gait Problems?" *Health and Quality of Life Outcomes*. Nov 23;3:75.
- Hepner K, **J Brown**, and RD Hays. 2005. "Comparison of Mail and Telephone in Assessing Patient Experiences in Receiving Care from Medical Group Practices." *Evaluation & The Health Professions*. Dec;28(4):377-89.
- Levine RE, FJ Fowler Jr, and **J Brown**. 2005. "Role of Cognitive Testing in the Development of the CAHPS Hospital Survey." *Health Services Research*. Dec;40(6 Pt 2):2037-56.
- Castle NG, **J Brown**, KA Hepner, and RD Hays. 2005. "Review of the Literature on Survey Instruments Used to Collect Data on Hospital Patients' Perceptions of Care." *Health Services Research*. Dec 1;40(6p2):1996-2017.
- Morales L, M Elliott, **J Brown**, C Rahn, and RD Hays. 2004. "The Applicability of the Consumer Assessments of Health Plans Survey (CAHPS) to Preferred Provider Organizations in the United States: A Discussion of Industry Concerns." *International Journal of Quality in Health Care*. (16):219-27.

- Hays RD, K Chong, **J Brown**, KL Spritzer, and K Horne. 2003. "Patient Reports and Ratings of Individual Physicians: An Evaluation of the Doctorguide and Consumer Assessment of Health Plans Study Provider-Level Surveys." *American Journal of Medical Quality*. 4(5):190-95.
- Farley D, PF Short, MN Elliott, DE Kanouse, **J Brown**, and RD Hays. 2002. "Effects of CAHPS Health Plan Performance Information on Plan Choices by New Jersey Medicaid Beneficiaries." *Health Services Research*. Aug;37(4):985-1007.
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- Nelson K, RE Garcia, **J Brown**, CM Mangione, TA Louis, EB Keeler, and S Cretin. 2002. "Do Patient Consent Procedures Affect Participation Rates in Health Services Research?" *Medical Care*. 40(4):283-88.
- Frankel MR, MF Shapiro, N Duan, SC Morton, SH Berry, **JA Brown**, MA Burnam, SE Cohn, DP Goldman, DF McCaffrey, SM Smith, PA St.Clair, JF Tebow, and SA Bozzette. 2000. "National Probability Samples in Studies of Low-Prevalence Diseases. Part II, Designing and Implementing the HIV Cost and Services Utilization Study Sample." *Health Services Research*. 34(5 Pt 1):969-92.
- Brown JA**, SE Nederend, RD Hays, PF Short, and DO Farley. 1999. "Special Issues in Assessing Care of Medicaid Recipients." *Medical Care*.37(3):MS79-MS88.
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- Morales LS, WE Cunningham, **JA Brown**, H Liu, and RD Hays. 1999. "Are Latinos Less Satisfied with Communication by Health Care Providers?" *Journal of General Internal Medicine*. 14:409-17.
- Weidmer BO, **JA Brown**, and LA Garcia. 1999. "Translating the CAHPS Survey Items into Spanish." *Medical Care*. 37(3):MS89-MS96.BROWN/7
- Hays RD, **JA Brown**, KL Spritzer, WL Dixon, and RH Brook. 1998. "Member Ratings of Health Care Provided by 48 Physician Groups." *Archives of Internal Medicine*. 158:785-90.

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RAND PUBLICATIONS

- Dembosky, J.W., Haviland, A.M., Elliott, M.N., Kallaur, P., Edwards, C.A., Sekscenski, E., Zaslavsky, A.M., and **Brown, J.A.**, 2013. *Does Naming the Focal Plan in a CAHPS Survey of Health Care Quality Affect Response Rates and Beneficiary Evaluations?* EP-51487. RAND Corporation, Santa Monica, California.
- Shugarman, LR, and **JA Brown**. 2006. *Nursing Home Selection: How Do Consumers Choose? Volume I: Findings from Focus Groups of Consumers and Information Intermediaries*. WR-457/1-ASPE, RAND Corporation, Santa Monica, California.
- Quiqley, DD, D Farley, **JA Brown**, MN Elliott, H DV, and RD Hays. 2006. *Development of Supplemental Quality Improvement Items for the Consumer Assessment of Healthcare Providers and Systems (CAHPS)*. TR-336-AHRQ, RAND Corporation, Santa Monica, California.
- Brown, JA**, R Hays, and J Crall. 2003. *Summary of Cognitive Interviews for CAHPS Dental Care Project*. WR-101-AHRQ, RAND Corporation, Santa Monica, California.
- Brown, JA**. 2001. *Summary of Focus Groups for CAHPS Dental Care Project*. DRU-2595, RAND Corporation, Santa Monica, California.
- Du C, and **JA Brown**. 2001. *Feedback from Beneficiaries on the Iowa Medicaid CAHPS Report*. DRU-2650-AHRG, RAND Corporation, Santa Monica, California.
- Farley D, P Short, D Kanouse, D Schoeff, **J Brown**, M Spranca, and R Hays. 2000. *Testing CAHPS Health Plan Performance Reports in the Florida Medicaid Program*. MR-1218-AHCPR, RAND Corporation, Santa Monica, California.
- Garcia RE, M Solomon, S Traina, **JA Brown**, and RD Hays. 2000. *A Review of Consumer Assessments of Physician Groups*. DRU-2378-AHRQ, RAND Corporation, Santa Monica, California.
- Farley D, DC Schoeff, **Brown JA**, and RA Hays. 1998. *Use of the CAHPS Medicaid Managed Care Questionnaire by the New Jersey Medicaid Program*. DRU-1744-AHCPR, RAND Corporation, Santa Monica, California.
- Brown JA**, and SE Nederend. 1997. *Locating and Surveying Medicaid and AFDC Beneficiaries: CAHPS Field Test Experience to Date*. DRU-1664-AHCPR, RAND Corporation, Santa Monica, California.
- Short PF, **JA Brown**, and MN Elliott. 1997. *Design and Feasibility of an Employer Workforce Survey*. MR-892-HHS/DOL, RAND Corporation, Santa Monica, California.

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Brown JA, and B Weidmer. 1996. *Summary of RAND Medicaid-Targeted Focus Groups for Consumer Assessment of Health Plans Study (CAHPS)*. DRU-1431-AHCPR, RAND Corporation, Santa Monica, California.

Hays RD, **JA Brown**, KL Spritzer, WJ Dixon, and RH Brook. 1995. *The Medical Quality Commission (TMQC) 1994-95 Consumer Satisfaction Study*. DRU-1212-TMQC, RAND Corporation, Santa Monica, California.

Jackson CA, **JA Brown**, DA Relles, and PP Lee. 1995. *Estimating Eye Care Provider Supply and Workforce Requirements: A Survey of Ophthalmologists*. Technical Appendix to MR-516-AAO, RAND Corporation, Santa Monica, California.

Bower AG, GM Carter, JD Kallich, and **JA Brown**. 1994. *Data Collection Instruments and Instructions for a Cost Analysis of Hemodialysis Treatments*. DRU-770-HCFA, RAND Corporation, Santa Monica, California.

REPORTS

Edgman-Levitan, S, **J Brown**, FJ Fowler, Jr., P Gallagher, D Shaller. 2011. *Feedback Loop: Testing a Patient Experience Survey in the Safety Net*. Report prepared for the California Healthcare Foundation available at http://www.issuelab.org/resources/12816/12816.pdf?_ga=2.14838450.526575933.1495402587-1127083041.1495402587.

SEMINARS/LECTURES

Brown JA, and M Bradley, “An Overview of Alternative Survey Methods for Patient Surveys,” Key Speakers, World Association for Public Opinion Research (**WAPOR**), Moscow, Russia, September 15, 2016.

Brown JA, “Questionnaire Design in Support of Health Policy Research,” invited seminar presented to staff at the Centers for Medicare & Medicaid Services, Baltimore, MD, September 28, 2015.

Brown, JA, “Qualitative and Quantitative Data Collection for Health Policy Research,” invited short course, School of Public Health, National University, Singapore, August 27-29, 2013.

Brown, JA, “Measurement and Reporting of Care Coordination,” invited lecture, School of Public Health, National University, Singapore, August 26, 2013.

Brown JA, “Mode of Administration and Survey Sensitivity,” invited lecture presented to graduate students and faculty, School of Public Health, National University, Singapore, September 26, 2012.

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Brown, JA, and J Wasserman, “Special Topics in Health Policy and Systems: Health Policy Data Collection and Analysis,” invited short course presented to graduate students in the Epidemiology and Public Health Program, National University, Singapore, August 11-17, 2010.

Brown JA, and M Bradley, “Qualitative Data Collection: Focus Groups and Semi-Structured Interviews,” invited seminar presented to clinician researchers, Institute of Mental Health, Singapore, January 15-16, 2009.

Brown JA, “Cognitive Interviewing: A How To Guide,” invited lecture presented to clinical scholar program participants, University of California, Los Angeles, Annually 2007-2018.

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