

## PRELIMINARY RESULTS

# Life Values Survey

Center researchers from Washington University are conducting the Life Values Survey to explore how people's values influence their health and validate two new life values assessments. Each participant was randomly assigned two out of the three measures being studied to complete: the Portrait Values Questionnaire (PVQ) by Schwartz, the Center Life Values Ratings Survey, and the Center Life Values Rankings Survey. The two Center assessments are being developed as part of this study and are intended to capture similar information provided by the PVQ. Members from three Centene Medicaid health plans were invited to take an online survey about their health, health behaviors, and personal values. Demographic information was also collected. Eligible participants were provided the option of completing the survey telephonically. As of December 28, 2016, 167 participants completed the survey. Recruitment challenges have led the research team to expand recruitment efforts beyond Centene health plans to include university-affiliated volunteer research participant registries with nationwide reach.

### PRELIMINARY FINDINGS

The following are preliminary findings taken from Centene Health Plan members who completed the survey between September 28 and December 28, 2016:

- ▶ Recruitment of eligible participants proved to be significantly challenging. Only 2.6 percent of eligible respondents completed the online survey. Additional recruitment efforts, such as recruitment outside of Centene health plans, are being pursued for the expansion of the study. The recruitment process has been labor intensive in comparison to the return. For example, in the first recruitment effort for participants from Home State Health, 2,295 letters and 2,107 phone calls yielded only 39 completed interviews.
- ▶ Of note, 88 percent of the phone calls made resulted in either “wrong number,” “not in service” or lack of clarity in whether the number was correct (e.g., persistent busy signal, blocked incoming calls, no voicemail).
- ▶ To date, 127 health plan members have been surveyed. In response to the question, “What would make your life better?” the most common responses were, “Taking care of your family” (33 percent), “Helping your child(ren) thrive” (13 percent), and “Making positive changes to your job situation” (10 percent) among 11 possible responses.
- ▶ Considering the PVQ, the top three personal values endorsed were Self-Direction, Achievement, and Stimulation. The top three social values endorsed were Benevolence, Security, and Universalism. However, it is important to note that analytics have not yet determined if the difference between reported values are statistically significant, and at this point, no conclusions can be drawn.
- ▶ Meaningful differences or similarities cannot yet be determined between the PVQ, the Center Life Values Rating Survey, and the Center Life Values Ranking Survey due to low enrollment. Study results will be reported as they become available.

### IMPLICATIONS FOR PROGRAMS, PRODUCTS, AND SERVICES

To date, there has not been enough data collected to run statistical analyses to inform the development and refinement of some programs, products, and services. New strategies, such as recruitment from additional health plans and utilization of email addresses to reach participants, are being considered in an effort to secure additional study participants. Once sufficient data are collected, the results of this study will inform how a values-driven approach may improve the efficacy of digital and products. Recruitment challenges experienced to date merits the discussion of broader implications for Medicaid consumers. It is imperative to find mediums for more effective connection for both research, operational, and practical purposes.