



# Call Center Monitoring



*February 3, 2016*

*1:00-3:00 pm ET*

*Presented by CMS Call  
Center Monitoring Team*

# Welcome!

A formal question and answer session will follow the presentation for study-related questions

Please send plan-specific questions to [CallCenterMonitoring@cms.hhs.gov](mailto:CallCenterMonitoring@cms.hhs.gov).

This presentation is being recorded. The slides and recording will be available at <https://www.cms.gov/Medicare/Prescription-Drug-Coverage/PrescriptionDrugCovContra/index.html>.

**Please mute your phones and do not put the webinar on hold.**

# Introductions

## **CMS, Medicare Drug Benefit and C&D Data Group**

Linda Anders, Acting Division Director, Division of Benefit Purchasing and Monitoring

Chris Rotruck – Project Lead for Call Center Monitoring/Contracting Officer's Representative (COR)

Gregory Bottiani – Prior Project Lead for Call Center Monitoring and Alternate COR

Monitoring Contractor: IMPAQ International, LLC

# Agenda

- Introductions
- CMS Authority and Resources
- The Surveys: Timeliness/Accuracy & Accessibility
  - Automated Call Process
  - Summary and Call Data
  - Compliance
- Methodology
- Tips for Success
  - TTY
  - Limited English Proficiency
  - Accuracy Questions
- Star Ratings

# Disclaimer

*Nothing in this presentation is intended to supersede the regulations at 42 C.F.R. Part 422, 42 C.F.R. Part 423, the Prescription Drug Benefit Manual, the Medicare Managed Care Manual, or any other CMS guidance or instructions related to the operation of the MA program or Part D program. Failure to reference a regulatory requirement or CMS instruction in this presentation does not affect the applicability of such requirement.*



# Code of Federal Regulations (CFR)

## Authority

- 42 C.F.R. § 422.111(h)(1) - Each Medicare Advantage organization must have mechanisms for providing specific information on a timely basis to current and prospective enrollees upon request.
- 42 C.F.R. § 422.112(a)(8) – provide culturally competent care
- 42 C.F.R. § 423.128(d)(1) - provide foreign language interpreters
- 42 C.F.R. § 423.128(d)(1) – toll-free customer call center for beneficiaries and pharmacists. The regulations do not distinguish between hearing and non-hearing individuals; therefore, the regulations apply to all beneficiaries regardless of hearing status or language ability.
- Electronic Code of Federal Regulation <http://www.eCFR.gov>

# Resources

- Marketing Guidelines
  - Medicare Marketing Guidelines (July 2, 2015), 30.5, 80.1, Appendix 3  
<http://www.cms.gov/Medicare/Health-Plans/ManagedCareMarketing/FinalPartCMarketingGuidelines.html>
- Documentation
  - Call Center Monitoring memo published in HPMS on December 22, 2015.



# Which call centers are monitored?

## CMS Monitors:

- All Medicare Advantage Organizations
- Prescription Drug Plan Sponsors
- Medicare/Medicaid Plans (MMPs)

## Contracts Not Included in Call Center Monitoring:

- National PACE contracts
- Cost contracts (1876 Cost)
- Employer Group Waiver Plans (EGWPs) – 800 series
- Point of Sale Contractors
- Medicare Savings Accounts (MSAs)

## Notes:

- Special Needs Plans are excluded from our Accuracy measure.
- Plans under Marketing and Enrollment Sanctions are excluded from the Accuracy & Accessibility Study until the sanctions are released.



# Part C and Part D

## Required Hours of Operation

Plans/Part D Sponsors must operate a **toll-free** call center

- seven (7) days a week
- from at least 8:00 a.m. to 8:00 p.m. **according to the time zones for the regions in which they operate.**

**Remember: From February 15 to September 30, Plans/Part D Sponsors may use alternative technologies on Saturdays, Sundays, and federal holidays.**

- Medicare Marketing Guidelines, 80.1



# Pharmacy Technical Help Desk Required Hours of Operation

Must be a **toll-free** number.

Must operate during “usual business hours.”

-Medicare Marketing Guidelines, Appendix 3

# The Studies

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- Timeliness Study
- Accuracy and Accessibility Study



# Timeliness Study

## When and What it Measures

- Conducted Quarterly
  - 4 weeks Enrollee (Parts C and D); 4 weeks Pharmacy
- Measures (performed by phone number)
  - Hold Times
  - Disconnect Rates
- Passing Scores
  - Average Hold Time of 2 minutes or less
  - Disconnect Rate of 5% or less
  - Adjusted for Margin of Error



# Timeliness Study

## Scope and Results

- Scope
  - Part C Current Member Phone Lines
  - Part D Current Member Phone Lines
  - Pharmacy Technical Assistance Phone Lines
  - Weekly phone number updates are pulled from HPMS
  - Must be TOLL FREE numbers
- Results
  - Summary data posted quarterly on HPMS
  - Email with letter attachment (non-compliant)
  - Raw Call Data available by request
  - Does NOT count towards Star ratings
  - Are display measures



# Timeliness Study

## Sample Format Provided in Compliance Letter

- Analysis Summary Data

		Part C	Part D	Pharmacy Help Desk	Part C	Part D	

- Appears on non-compliance communication
- Posted to HPMS



# Timeliness Study

## Results Posted to HPMS

To find your results in HPMS, follow these paths:

- For Part C results, from the HPMS home page (<https://www.hpms.cms.gov>): Quality and Performance > Performance Metrics > Call Center Monitoring > Part C Beneficiary Customer Service > [select time period] > [enter the contract number]. **See column “G” for average hold time data and column “J” for disconnect rate data.**
- For Part D results, from the HPMS home page (<https://www.hpms.cms.gov>): > Quality and Performance > Performance Metrics and Reports > Call Center Monitoring > Part C Beneficiary Customer Service > [select time period] > [enter the contract number]. **See column “G” for average hold time data and column “J” for disconnect rate data.**
- For Pharmacy technical help desk results, from the HPMS home page (<https://www.hpms.cms.gov>): > Quality and Performance > Performance Metrics and Reports > Call Center Monitoring > Pharmacy Support Customer Service > [select time period] > [enter the contract number]. **See column “G” for average hold time data and column “J” for disconnect rate data. This is the average hold time.**

# Timeliness Study

## Call Center Performance Metrics

### Beneficiary Customer Service Call Center Performance Metrics

#### Z9999 Sample Health Plan

##### Call Center Performance Metric Comparison For Beneficiary Customer Service Centers

04/22/2013 TO 04/26/2013

	A	B	C	D	E	F	G	H	I	J	K	L
	Total Number of Monitoring Calls	Total Number of Successful Monitoring Calls	Total Number of Monitoring Calls with a 10 Minute Hold	Total Number of Unsuccessful Monitoring Calls	Percentage of Unanswered Calls <sup>1</sup>	Average Time Spent in IVR System (min:sec)	Average Hold Time (min:sec) <sup>1</sup>	Median Hold Time (min:sec) <sup>1</sup>	Average Time to Reach a Live Person (min:sec)	Percentage of Calls Disconnected (Benchmark <=5%)	Average Hold Time (min:sec) <sup>1</sup>	Median Hold Time (min:sec)
Contractor Enrollee - Current Week	35	31	0	4	0.00%	0:28	0:01	0:00	0:29	2.86%	0:01	0:00
Contractor Enrollee - Current Quarter	140	121	0	19	0.00%	0:28	0:09	0:00	0:38	0.71%	0:09	0:00
Contractor Enrollee - Cumulative (Year-To-Date)	280	251	1	28	0.00%	0:31	0:10	0:00	0:39	1.07%	0:08	0:00

<sup>1</sup> - Excluding time spent navigating the IVR system, if applicable.

<sup>2</sup> - Unanswered calls include those that reached an answering machine/voice mail, had a busy signal, reached a fax/modem line, were out of service, or rang with no answer.

#### Z9999 Sample Health Plan

##### Unsuccessful Calls for Current Week (from column D above)

04/22/2013 TO 04/26/2013

Call Outcome Description	Beneficiary	
	Number of Unsuccessful Calls	Percent of Unsuccessful Calls
Survey could not continue for other reasons	3	75.0%
Survey could not continue, Call Center disconnected call	1	25.0%
<b>Total</b>	<b>4</b>	<b>100.0%</b>

#### Technical Notes

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# Timeliness Study

## Summary Data Fields – Part 1

- Total Number of Calls
- Total Number Successful Calls
- Total Calls with a 10 minute Hold
- Total Unsuccessful Calls
- % of Calls Unanswered
- Average Time in IVR
- **Average Hold Time**



# Timeliness Study

## Summary Data Fields – Part 2

- Median Hold Time
- Average Time to Live CSR
- **Disconnected Call Percentage**
- Average and Median Hold Time Without 10 Minute Hold

# Timeliness Study

## Unsuccessful Calls

- Unsuccessful Calls Include:
  - Breakdown By Reason
  - Count
  - Percent
- Technical Notes contain definitions.
  - Access from bottom of HPMS screen.
  - Updated version coming soon.

# Timeliness Study

## Percentage of Calls Disconnected

### From 2016 Call Center Monitoring Memo

The percent of disconnected calls is defined as the number of calls unexpectedly dropped by the sponsor while the caller was navigating the IVR or connected with a Customer Service Representative divided by the total number of calls made to the phone number associated with the contract.

Organiza- tion Type	Contract Type (0=MA- PD, 1=PDP)	Week Dates	Call Week	Study Type (B=bene, P=pharm a)	Data Type	Total Number of Monitori ng Calls	Total Number of Successf ul Monitori ng Calls (CAS_Ca seStatus =295)	Total Number of Monitori ng Calls with a 10 minute Hold (CAS_Ca seStatus =292)	Total Number of Unsucce ssful Monitori ng Calls	Percenta ge of Unanswe red Calls (CAS_Ca seStatus =291)	Average Time Spent in IVR System (min:sec )	Average Hold Time (min:sec )	Met / Not Met Average Hold Time of 2 Minutes or Less (Met=1, Not Met=0)	Percenta ge of Calls with Hold Time of 30 Seconds or Less (Benchm ark >=80%)	Median Hold Time (min:sec )	Average Time to Reach a Live Person (Time Spent in IVR + Hold Time (min:sec )	Percenta ge of Calls Disconn ected (Benchm ark <=5%) (CAS_Ca seStatus =293.5)	Met / Not Met Disconn ection Perform ance Standar d of ≤5% of Calls (Met=1, Not Met=0)	Average Hold Time (min:sec )	Median Hold Time (min:sec )	Percenta ge of Calls with Hold Time of 30 Seconds or Less (Benchm ark >=80%)
Local CCP	0	06/28/201	26	B	WEEK	22	21	0	1	0.00%	1:51	0:08	1	85.71%	0:01	1:59	0.00%	1	0:08	0:01	85.71%
Local CCP	0	06/28/201	26	B	QUARTER	93	91	0	2	0.00%	1:49	0:04	1	93.41%	0:01	1:54	1.08%	1	0:04	0:01	93.41%
Local CCP	0	06/28/201	26	B	CUMULAT	204	194	0	10	0.00%	1:44	0:03	1	95.36%	0:01	1:48	1.96%	1	0:03	0:01	95.36%

**The numerator is the total number of disconnected calls (codes 293.5, 296.01, 296.05).**

*Remember: All codes are defined in the data dictionary delivered with any raw data request.*

The denominator is the total number of monitoring calls found in the raw data file.

With one (1) disconnected call in this quarter, and 93 total calls in the quarter, the formula is  $1/93 * 100$ , for a disconnect rate of 1.0752%, or rounded up to 1.08% (quarterly). In this example, there were 4 disconnected calls cumulatively, so  $4/204 * 100 = 1.96%$  (cumulatively).



# Pharmacy Technical Assistance

## Example: 1-800-111-2222

	Contract H111A	Contract H222B	Contract S111C	Contract H111D
Plan 001	Eastern Calls placed 8 am- midnight EST	Eastern Calls placed 8 am- midnight EST	Mountain Calls placed 10 am to 10 pm EST	Eastern Calls placed 8 am- midnight EST
Plan 002	Central Calls placed 9am-1:00 am EST	Alaska Calls placed 12 noon to 4 am EST	Hawaii Calls placed 1:00 pm. to 5 am EST	Eastern Calls placed 8 am- midnight EST
Original Method	All calls for this contract through midnight local time (1:00 am EST)	All calls for this contract through midnight local time (4:00 a.m. EST)	All calls for this contract through midnight local time (5:00 a.m. EST)	All calls for this contract through midnight local time (midnight EST)
Revised Method	All calls to this phone number based on 24-hour operation	All calls to this phone number based on 24-hour operation	All calls to this phone number based on 24-hour operation	All calls to this phone number based on 24-hour operation



# Raw Data Requests

Email [CallCenterMonitoring@cms.hhs.gov](mailto:CallCenterMonitoring@cms.hhs.gov)

Include detailed information in your request:

- contract ID
- Identify the information you are requesting (e.g., Timeliness Study for Quarter 1 of 2016)

It may take up to two weeks to fulfill your request for raw data. Thank you for your patience.



# Automated Call Pre-Process

- Computer Assisted Telephone Interview (CATI) System
  - Pre-process
    - Determine phone numbers to call
    - Determine number of calls based on statistical models
    - Load to CATI
    - CATI schedules calls

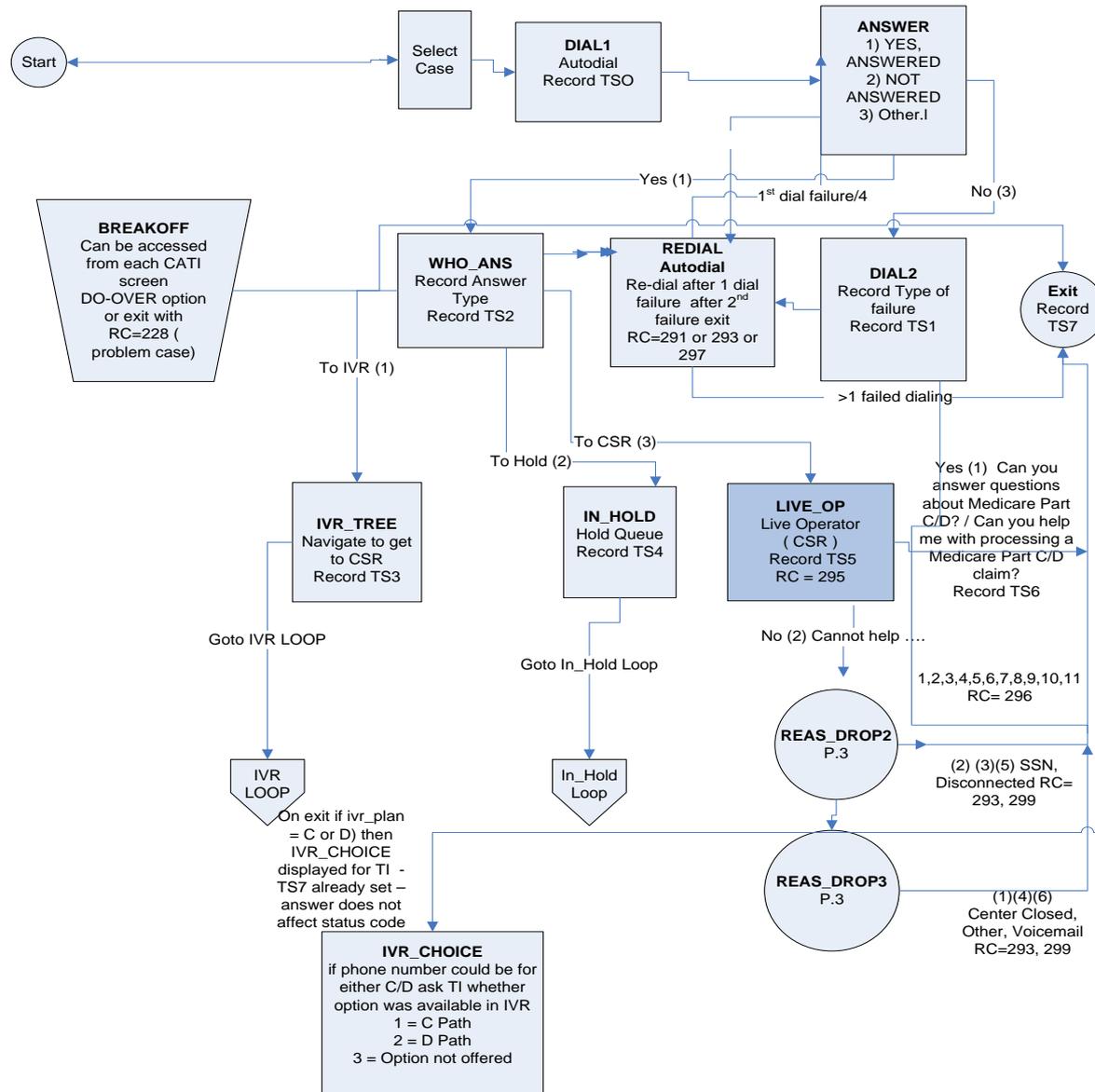


# Automated Survey Call Process

- Computer Assisted Telephone Interview (CATI) System
  - Survey Begins
    - System uses an auto-dialer.
    - CATI prompts telephone interviewer
    - At each stage of the call telephone interviewer records milestones
    - CATI timestamps each milestone
    - Each call may be dialed twice before moving to next call
    - In-progress call may be redialed by interviewer in case of error (example: selected wrong IVR option)

# Timeliness Study – Five Stages of Data Capture

## Survey | Timeliness



IVR Loop and HOLD Loop not shown



# Timeliness Study

## Raw Call Data Fields

- Raw Call Data Fields
  - Date and Time Stamps
    - TS0 ... Start Time of dial
    - TS1 ... Phone answer failure time
    - TS2 ... Phone answer success time
    - TS3 ... Start of IVR time
    - TS4 ... Start of Hold Time
    - TS5 ... Time of answer by CSR
    - TS6 ... Time when call was disconnected
    - TS7 ... Time when interviewer exited the case



# Key Data Fields

- Raw Call Data Fields
  - Case Id ... Identifier
  - Call Status ... Final disposition of the call
  - Phone number dialed
  - Date and Time Stamps

Raw data is accompanied by a data dictionary to help you interpret the information.

# Compliance

Compliance action taken depends on

- Compliance history
- Severity



# General Compliance Spectrum

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- Notice of Non-compliance
- Warning Letter
- Warning Letter with Request for Business Plan
- Corrective Action Plan



# Compliance Spectrum Timeliness Study

- Conducted once each quarter.
- Compliance actions “build” each quarter.
- If non-compliant in all four quarters of any year, one would reach a CAP by quarter 4.

NONC → WL → WL w Bus Plan → CAP

# Compliance Spectrum Timeliness Study (continued)

CMS reserves the right to “reset” the compliance spectrum with the start of each new year for the Timeliness Study.

We expect every contract to have a “clean slate” as we begin 2016, assuming no egregious issues are identified from late 2015.

# Methodologies

- Timeliness Survey
  - Measured at the **Phone Number level**
  - Stratified Split Sample
- Accuracy and Accessibility Survey
  - Measured at the **Call Center Level**
  - Simple Random Sample



# Accuracy and Accessibility Study

- Annual (February through May)
- Measures
  - Interpreter Availability
  - TTY Availability
  - Information Accuracy
- Passing Scores
  - Interpreter 75%
  - TTY 60%
  - Accuracy 75%
  - Adjusted for Margin of Error

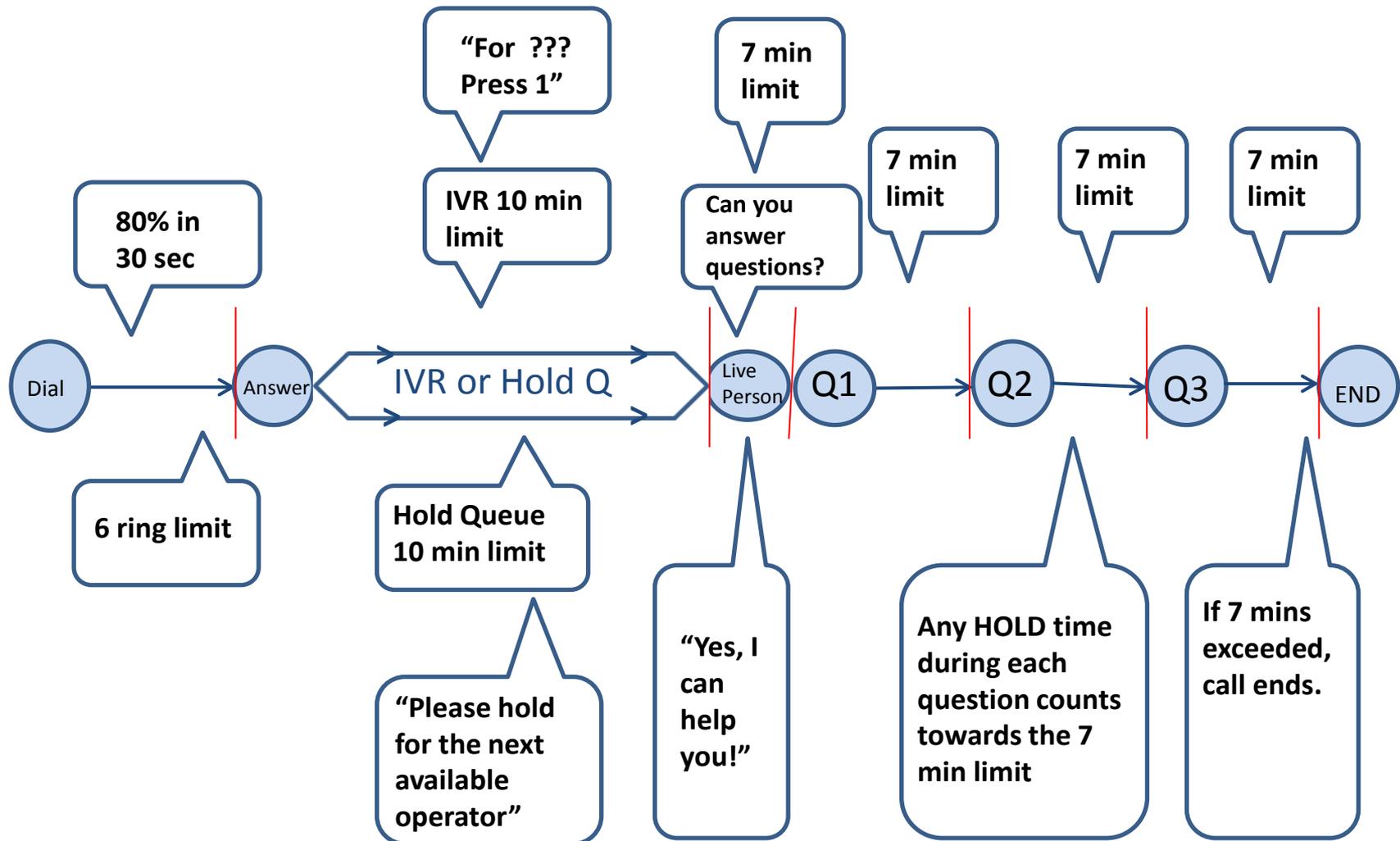


# Accuracy and Accessibility Study

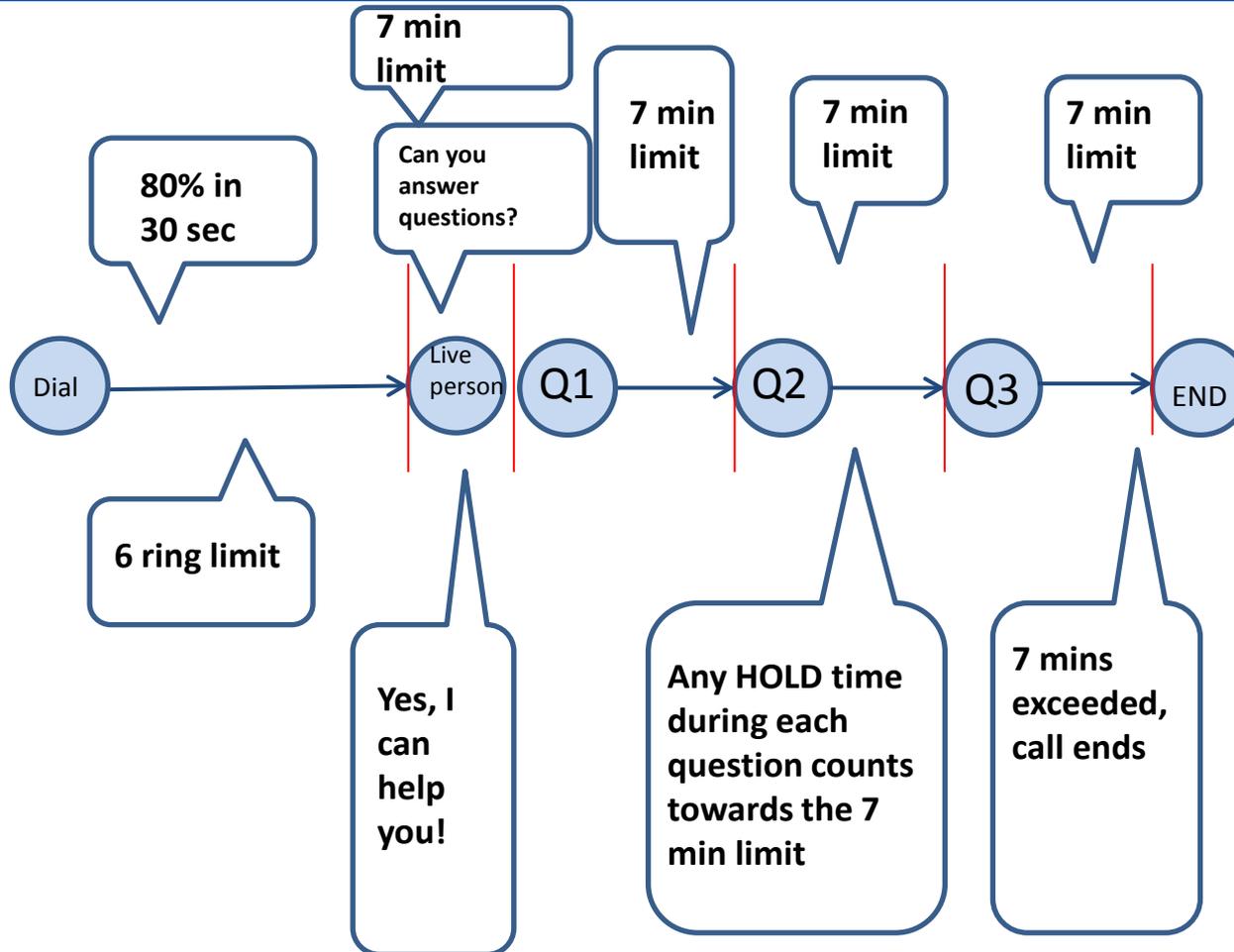
## Scope

- Scope
  - Part C Prospective Member Number
  - Part D Prospective Member Number
  - TTY Prospective Member Number
  - Biweekly phone number updates
  - Must be a TOLL FREE number
  - Interpreters for 2016
    - English
    - Spanish
    - Mandarin
    - Cantonese
    - French
    - Tagalog
    - Vietnamese
  - Puerto Rico: Spanish is primary. English and others are secondary

# Timers: Hold/IVR



# Timers: Live CSR



# Star Rating

- Two values from Accuracy and Accessibility study
  - Interpreter Availability
  - TTY Availability
- Two measures for Call Center Foreign Language Interpreter and TTY Availability
  - C32
  - D01



# Star Ratings

## Technical Notes Preview

The calculation of this measure is the number of successful contacts with the interpreter and TTY divided by the number of attempted contacts. Successful contact with an interpreter is defined as establishing contact with an interpreter and beginning the first of three survey questions. Interpreters must be able to communicate responses to the call surveyor in the call center's non-primary language (Spanish in Puerto Rico and English elsewhere) about the plan sponsor's Medicare benefits. Successful contact with a TTY service is defined as establishing contact with and confirming that the TTY operator can answer questions about the plan's Medicare Part C (or Part D) benefit.

# Star Rating - Formula

- Calculation

$$\frac{\# \text{ Successful TTY calls} + \# \text{ Completed LEP calls}}{\# \text{ TTY calls} + \# \text{ LEP calls}}$$

- More info on Star Ratings

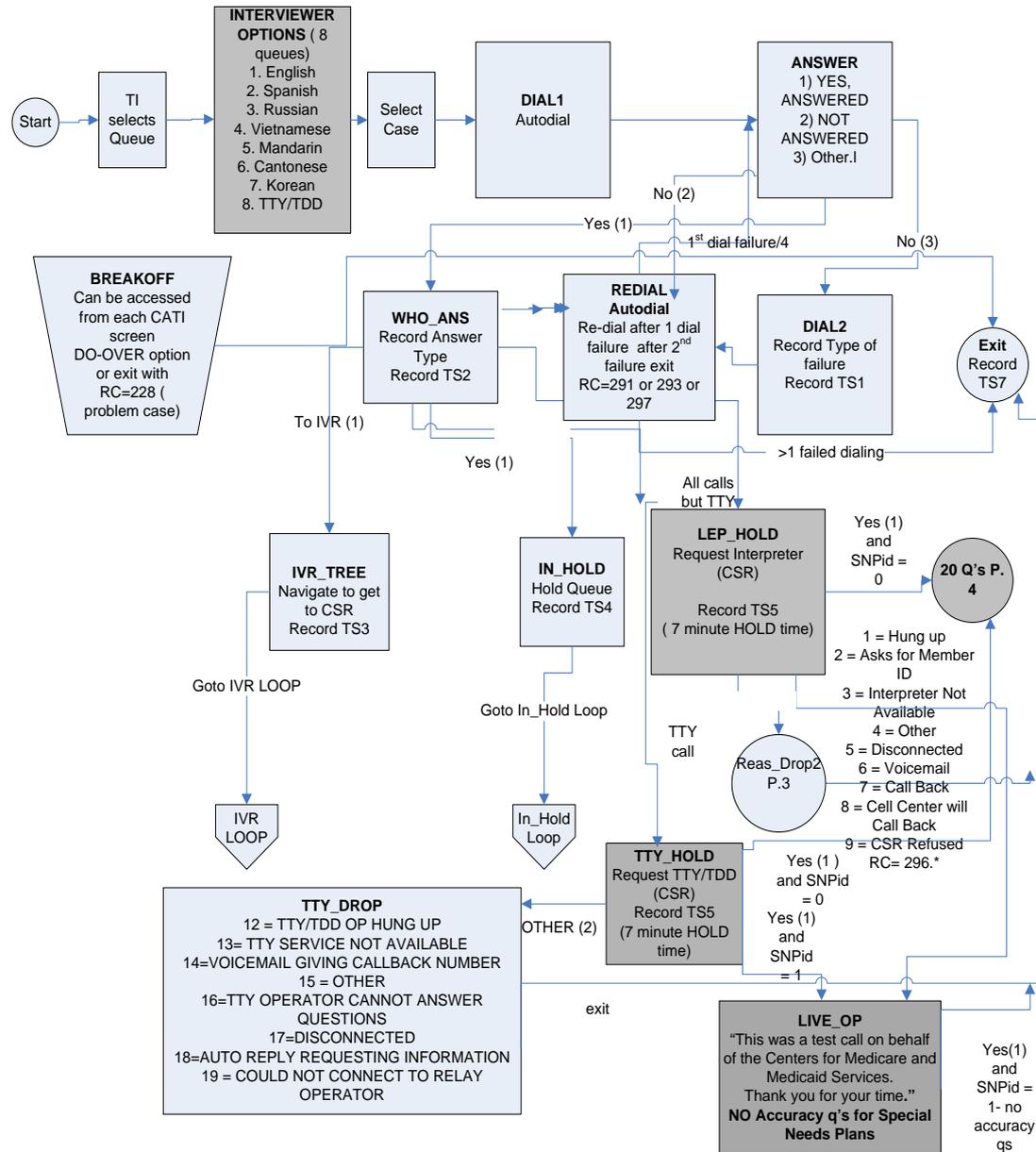
<https://www.cms.gov/Medicare/Prescription-Drug-Coverage/PrescriptionDrugCovGenIn/PerformanceData.html>

- CMS Part D Metrics [PartDMetrics@CMS.hhs.gov](mailto:PartDMetrics@CMS.hhs.gov)
- CMS Part C Ratings [PartCRatings@cms.hhs.gov](mailto:PartCRatings@cms.hhs.gov)

# Accuracy and Accessibility

## Automated Call Process

### Survey II Accuracy and Accessibility



IVR Loop and HOLD Loop not shown

# Accuracy and Accessibility Results

- Results
  - Summary data posted to HPMS
  - Email with letter attachment
    - All monitored contracts
    - Areas of non-compliance are noted
    - Data used to calculate Star rating measures are included
  - Raw Call Data available by request at [CallCenterMonitoring@cms.hhs.gov](mailto:CallCenterMonitoring@cms.hhs.gov)

# Accuracy and Accessibility

## Results Posted to HPMS

- Detailed results will be available in the HPMS at the following paths:
- For Part C results, from the HPMS home page (<https://www.hpms.cms.gov>): Quality and Performance > Performance Metrics > Call Center Monitoring > Part C Prospective Beneficiary Customer Service > [enter the contract number].
- For Part D results, from the HPMS home page (<https://www.hpms.cms.gov>): Quality and Performance > Performance Metrics > Call Center Monitoring > Part D Prospective Beneficiary Customer Service > [enter the contract number].

# Analysis Summary – Part 1

## Prospective Beneficiary Customer Service Call Center Performance Metrics

Z9999 Sample Health Plan

Call Center Performance Metric Comparison For Prospective Beneficiary Customer Service Centers

02/11/2013 TO 05/31/2013

### Summary Data on Monitoring Calls

	A	B	C	D	E	F	G	H	I
	All Calls - Total Number of Monitoring Calls	All Calls - Total Number of Completed Monitoring Calls	All Calls - Percentage of Completed Calls Out of All Calls	Total Number of LEP Monitoring Calls	Total Number of Completed LEP Monitoring Calls Out of All LEP Calls	Percentage of Completed Calls Out of All LEP Calls	Total Number of TTY Monitoring Calls	Total Number of Successful calls to the organization TTY/TDD number	Percentage of Successful calls to organization TTY/T number
Contractor Prospective - Cumulative (Year-TO-Date)	215	173	80%	111	91	82%	32	26	8

# Analysis Summary – Part 2

## Prospective Beneficiary Customer Service Call Center Performance Metrics

### Z9999 Sample Health Plan

Call Center Performance Metric Comparison For Prospective Beneficiary Customer Service Centers

02/11/2013 TO 05/31/2013

#### Completed Calls by Language

	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD
	English - Total Number of Monitoring Calls	English - Total Number of Completed Calls	English - Percentage of Completed Calls Out of All Calls	Spanish - Total Number of Monitoring Calls	Spanish - Total Number of Completed Calls	Spanish - Percentage of Completed Calls Out of All Calls	Russian - Total Number of Monitoring Calls	Russian - Total Number of Completed Calls	Russian - Percentage of Completed Calls Out of All Calls	Vietnamese - Total Number of Monitoring Calls	Vietnamese - Total Number of Completed Calls	Vietnamese - Percentage of Completed Calls Out of All Calls	Mandarin - Total Number of Monitoring Calls	Mandarin - Total Number of Completed Calls	Mandarin - Percentage of Completed Calls Out of All Calls	Cantonese - Total Number of Monitoring Calls	Cantonese - Total Number of Completed Calls	Cantonese - Percentage of Completed Calls Out of All Calls	Korean - Total Number of Monitoring Calls	Korean - Total Number of Completed Calls	Korean - Percentage of Completed Calls Out of All Calls
Contractor Prospective - Cumulative (Year-To-Date)	72	56	78%	18	15	83%	18	15	83%	17	14	82%	19	15	79%	19	14	74%	20	18	90%

# Analysis Summary – Part 3

## Prospective Beneficiary Customer Service Call Center Performance Metrics

### Z9999 Sample Health Plan

Call Center Performance Metric Comparison For Prospective Beneficiary Customer Service Centers

02/11/2013 TO 05/31/2013

#### Summary Data on Accuracy

	AE	AF	AG
	All Calls - Total Number of Medicare Questions Asked	All Calls - Total Number of Accurate Answers to all Medicare Questions	All Calls - Percentage of Accurate Answers to all Medicare Questions
Contractor Prospective - Cumulative (Year-TO-Date)	250	194	78%

### Z9999 Sample Health Plan

Call Center Performance Metric Comparison For Prospective Beneficiary Customer Service Centers

02/11/2013 TO 05/31/2013

#### Accuracy Results by Question

	AH	AI	AJ	AK	AL	AM	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE	BF	
Contractor Prospective - Cumulative (Year-TO-Date)	Question 1- Total Number of Accurate Answers	Question 1- Total Number of Questions Asked	Question 2- Total Number of Accurate Answers	Question 2- Total Number of Questions Asked	Question 3- Total Number of Accurate Answers	Question 3- Total Number of Questions Asked	Question 4- Total Number of Accurate Answers	Question 4- Total Number of Questions Asked	Question 5- Total Number of Accurate Answers	Question 5- Total Number of Questions Asked	Question 6- Total Number of Accurate Answers	Question 6- Total Number of Questions Asked	Question 7- Total Number of Accurate Answers	Question 7- Total Number of Questions Asked	Question 8- Total Number of Accurate Answers	Question 8- Total Number of Questions Asked	Question 9- Total Number of Accurate Answers	Question 9- Total Number of Questions Asked	Question 10- Total Number of Accurate Answers	Question 10- Total Number of Questions Asked	Question 11- Total Number of Accurate Answers	Question 11- Total Number of Questions Asked	Question 12- Total Number of Accurate Answers	Question 12- Total Number of Questions Asked	Question 13- Total Number of Accurate Answers	Question 13- Total Number of Questions Asked
	10	8	18	13	9	6	13	13	11	10	16	15	16	15	6	2	9	6	7	6	12	12	13	11	17	

# Analysis Summary – Part 4

## Prospective Beneficiary Customer Service Call Center Performance Metrics

	AH	AI	AJ	AK	AL	AM	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY
	Question 1- Total Number of Questions Asked	Question 1- Total Number of Accurate Answers	Question 2- Total Number of Questions Asked	Question 2- Total Number of Accurate Answers	Question 3- Total Number of Questions Asked	Question 3- Total Number of Accurate Answers	Question 4- Total Number of Questions Asked	Question 4- Total Number of Accurate Answers	Question 5- Total Number of Questions Asked	Question 5- Total Number of Accurate Answers	Question 6- Total Number of Questions Asked	Question 6- Total Number of Accurate Answers	Question 7- Total Number of Questions Asked	Question 7- Total Number of Accurate Answers	Question 8- Total Number of Questions Asked	Question 8- Total Number of Accurate Answers	Question 9- Total Number of Questions Asked	Question 9- Total Number of Accurate Answers
Contractor Prospective - Cumulative (Year-TO-Date)	10	8	18	13	9	6	13	13	11	10	16	15	16	15	6	2	9	9

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# Analysis Summary – Part 5

## Prospective Beneficiary Customer Service Call Center Performance Metrics

Z9999 Sample Health Plan

02/11/2013 TO 05/31/2013

### Accuracy Results by Question

AY	AZ	BA	BB	BC	BD	BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP
Question 9- Total Number of Accurate Answers	Question 10- Total Number of Questions Asked	Question 10- Total Number of Accurate Answers	Question 11- Total Number of Questions Asked	Question 11- Total Number of Accurate Answers	Question 12- Total Number of Questions Asked	Question 12- Total Number of Accurate Answers	Question 13- Total Number of Questions Asked	Question 13- Total Number of Accurate Answers	Question 14- Total Number of Questions Asked	Question 14- Total Number of Accurate Answers	Question 15- Total Number of Questions Asked	Question 15- Total Number of Accurate Answers	Question 16- Total Number of Questions Asked	Question 16- Total Number of Accurate Answers	Question 17- Total Number of Questions Asked	Question 17- Total Number of Accurate Answers	Question 18- Total Number of Questions Asked
6	7	6	12	12	13	11	17	8	16	6	11	11	15	11	12	11	10

# Analysis Summary – Part 6

## Prospective Beneficiary Customer Service Call Center Performance Metrics

BQ	BR	BS	BT	BU
Question 18- Total Number of Accurate Answers	Question 19- Total Number of Questions Asked	Question 19- Total Number of Accurate Answers	Question 20- Total Number of Questions Asked	Question 20- Total Number of Accurate Answers
1	13	13	16	16



# Raw Call Data - Data Elements

- Contract ID
- Call Center Indicator
- Disposition Status
- Phone Number Called
- Survey Type
- IVR Disposition
- IVR keypress1 through IVR keypress9



# Raw Call Data – Data Elements Part 2

- TS0-Start of Dial
- TS1-Answer Failure Time
- TS2-Answer Success Time
- TS3-Start of IVR Time
- TS4-Start of Hold Time
- TS5-CSR Answered
- TS6-Disconnected OR Start of Accuracy Questions

# Raw Call Data – Data Elements Part 3

- TS601-Exit from Question 1, reset timer
- TS602-Exit from Question 2, reset timer
- TS603-Exit from Question 3
- TS7-Call End Time
- Call Duration in Seconds
- Hold Time in Seconds
- IVR Time in Seconds

# Raw Call Data – Data Elements Part 4

- Language
- Contract ID
- Plan ID
- Plan Name
- Language Interpreter Hold Time in Seconds
- Call Time in Minutes
- Call Center Indicator

# Raw Call Data – Data Elements Part 5

- Additional fields available for advanced troubleshooting
  - Telephone Interviewer comments
  - Accuracy question data



# Compliance – Accuracy & Accessibility

## Compliance Spectrum by Year

- TTY – 2015
- Interpreter Availability - 2015
- Accuracy - 2016

# Compliance Reminder

Compliance actions may also be taken in other areas where an organization is either an outlier with respect to other sponsors or so far below CMS' reasonable expectations that notice is warranted in order to ensure that the organization provides current enrollees with the services to which they are entitled. These areas include, but are not limited to, **inappropriate call center closures (i.e., closed during business hours) and failure to maintain a toll-free telephone number for that organization's enrollees.**



# TIPS - Telecommunications Relay Services (TRS)

- Umbrella of services for hearing and speech impaired persons
- Available in all 50 states, the District of Columbia, Puerto Rico and the U.S. territories for local and/or long distance calls.
- TTY is just one of the TRS services
- FCC web site has information on TRS
- <http://www.fcc.gov/guides/telecommunications-relay-service-trs>

# TIPS - Text to Voice (TTY) - Part 1

- History – from teletypewriters to digital devices
- Hearing/Speech impaired use their TTY to reach the relay service
- Relay operator calls the requested number and relays the message or question
- Relay operator then relays the reply to the caller

# TIPS - Text to Voice (TTY) – Part 2

- 711 number established
- Similar to 911 – no 10 digit number to memorize
- FCC list for each state

<http://www.fcc.gov/encyclopedia/telecommunications-relay-services-directory>

# TIPS - Text to Voice (TTY) – Part 3

## Maryland

**TRS Provider - Hamilton Relay; Captioned Telephone (CapTel): Hamilton Relay**

**Address:** P.O. Box 285, Aurora, NE 68818

**Customer Service #'s:** 1-800-552-7724(V/T)

**Email:** [mdrelay@hamiltonrelay.com](mailto:mdrelay@hamiltonrelay.com)

**Access #'s:**

711 - In Maryland

1-800-201-7165(V/T)

1-800-735-2258(TTY/HCO)

1-888-826-9673(VCO)

1-800-785-5630(STS)

1-877-735-5151(ASCII)

1-877-258-9854(2-Line VCO)

1-855-828-6465 (VA STS)

1-800-877-1264(Spanish)

# TIPS - Text to Voice (TTY) – Part 4

- Test TTY calls using the local relay in your plan's service area.
- FCC website maintains a list of toll-free numbers for each relay.
- If you have difficulty connecting to the relay number, consult your phone company.

# TIPS – TTY Functionality

- If using an in-house TTY device, regularly test your device to ensure that it is working properly.
- If using an in-house TTY device, have a staffing plan that includes coverage for the TTY device during the hours your call center is required to operate with live CSRs.
- Messages that ask a caller to leave their phone number are not appropriate, and will not be counted as a successful call. Callers need to be able to communicate with a live person when they call.
- Ensure that wait times for a CSR or state relay operator are not lengthy.
- Ensure that CSRs are available within 7 minutes of the time of answer. CMS considers a CSR unavailable if the caller or relay operator is unable to communicate with the CSR.
- Ensure that CSRs or state relay operators are able to respond promptly to questions. By protocol, each question has a 7-minute timer.

# TIPS - Language Interpretation Services – Part 1

- Do you have CLAS?
- *The National Standards for Culturally and Linguistically Appropriate Services in Health and Health Care*
- <https://www.thinkculturalhealth.hhs.gov/>
- Contact  
[AdvancingCLAS@ThinkCulturalHealth.hhs.gov](mailto:AdvancingCLAS@ThinkCulturalHealth.hhs.gov)

# TIPS - Language Interpretation Services – Part 2

- Utilize an interpretation service to identify the beneficiary's language.
- **Use interpretative services personnel who are familiar with healthcare terms and Medicare benefit concepts.**
- Train CSRs to connect foreign-language callers with an interpreter.
- Ensure CSRs stay on the phone when a foreign-language interpreter joins the call.
- In order to replicate a beneficiary's actual experience, CMS telephone interviewers who are testing a language other than English will not make a selection in the IVR based upon the premise that a non-English-speaking person would not understand the instruction. Therefore, **ensure IVR systems default to a live CSR/operator if the caller does not push any buttons or make a verbal selection from an options menu.**
- Include a note on the beneficiary's call center record that indicates his/her preferred language, if other than English.

# TIPS - Language Interpretation Services – Part 3

- Maintain and use a tracking system so that once a beneficiary's language is identified, it is recorded and used for future contacts (both oral and written).
- Monitor CSR calls to ensure that foreign-language calls are being handled according to the sponsor's policies and procedures.
- Remind CSRs that CMS' study is underway February through May, and inform new staff of CMS' study so they are not surprised by foreign-language callers.
- Ensure that interpreters are available within 7 minutes of the caller reaching a CSR.
- Ensure that CSRs are able to respond promptly to questions. By protocol, each question has a 7-minute timer.
- Consult CLAS Blueprint on the Cultural Health web site.

# TIPS - Accuracy Questions – Part 1

- Questions for 2016 are not released until the end of the study
- Some questions are renewed from year to year
- Some new questions are added
- Approximately 18-20 questions each for Part C and Part D

# TIPS - Accuracy Questions – Part 2

- Ensure that CSRs can respond to questions regarding items listed in the Medicare Marketing Guidelines, Section 80.1.
- Review the 2016 edition of *Medicare & You* to ensure your CSRs are trained on new Part C and Part D benefit information for 2016.
- CSRs should have specific plan benefit package (PBP) level benefit and formulary data easily available.

# TIPS - Accuracy Questions – Part 3

- Other resources
  - Landscape files
    - <http://www.cms.gov/Medicare/Prescription-Drug-Coverage/PrescriptionDrugCovGenIn/>
  - Part D Information , including Call Letters
    - <http://www.cms.gov/Medicare/Prescription-Drug-Coverage/PrescriptionDrugCovContra/index.html>
  - Regulations
  - PBP
  - Formulary
  - Managed Care Manuals
    - <http://www.cms.gov/Regulations-and-Guidance/Guidance/Manuals/Internet-Only-Manuals-IOMs-Items/CMS019326.html?DLPage=2&DLSort=0&DLSortDir=ascending>



# Communication

- Do not use secure email services to contact CMS.
- We do not have the resources to maintain user-ids and passwords.
- If you have concerns, contact us at [CallCenterMonitoring@cms.hhs.gov](mailto:CallCenterMonitoring@cms.hhs.gov)



# Call Screening

- Survey calls may be easy to recognize, although we have de-identified/masked the number.
- Please tell your CSRs not to ask “Is this a test call?” or “Didn’t you call me yesterday?” Remember, your caller may not be our monitoring contractor: Be Professional!



# Inclement Weather

Reminder: From February 15 to September 30, Plans/Part D Sponsors may use alternative technologies on Saturdays, Sundays, and Federal holidays.

Otherwise, your call centers must be open during required hours of operation. Be prepared with a back-up plan in case of inclement weather.



# Emergencies

We remind Part D sponsors that they must continuously monitor both the Federal Emergency Management Agency (FEMA) Web site (<http://www.fema.gov/>) and the DHHS Web site (<http://www.dhhs.gov/>) for updates, changes and/or closures of existing emergency declarations.



# The Bottom Line

- Hearing and Speech Impaired and Limited English Proficient Enrollees and Prospective Beneficiaries are some of the most vulnerable groups in our society.
- Successful results ensure they are getting the service they deserve.
- WIN-WIN-WIN for
  - Health Plan sponsors/**BENEFICIARIES**/CMS

# Questions?

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Open the phone lines!



# How May I Serve You?

Email us at [CallCenterMonitoring@cms.hhs.gov](mailto:CallCenterMonitoring@cms.hhs.gov)

Raw Data Requests

Answer your questions

Help you find resources (Technical Notes,  
Performance Metrics, HPMS Help Desk, etc.)

# Call Center Monitoring

*Thank you for attending our webinar.*

Send Questions or Comments to  
[CallCenterMonitoring@cms.hhs.gov](mailto:CallCenterMonitoring@cms.hhs.gov)