



CENTER FOR DRUG AND HEALTH PLAN CHOICE

TO: All Medicare Part C and D Sponsors

FROM: Cynthia G. Tudor, Ph.D., Director, Medicare Drug Benefit and C & D Data Group

DATE: November 18, 2009

SUBJECT: Verify Contact Information for 2010 Call Center Monitoring

The Centers for Medicare & Medicaid Services (CMS) will continue its call center monitoring efforts in 2010. This memo describes what CMS will monitor and explains how to prepare for the monitoring studies. CMS will proceed with compliance actions against Part C and Part D sponsors that do not meet CMS' call center standards. Sponsors should update the Health Plan Management System (HPMS) with 2010 call center information by Wednesday, December 2, 2009.

Call Center Monitoring

As in 2009, CMS, assisted by Research Triangle Institute (RTI) International, will monitor:

- Medicare Part C and Part D current enrollee beneficiary call center phone lines and pharmacy technical help desk lines to determine average hold times and disconnect rates.¹ This study will be conducted quarterly.
- Medicare Part C and Part D prospective enrollee beneficiary call center phone lines to determine the availability of interpreters for limited English proficient (LEP) beneficiaries²; TTY/TDD functionality³, and the accuracy of plan information provided by CSRs⁴. This study will be conducted twice per year.

Update Contact Information

All Sponsors should prepare for 2010 call center monitoring by updating or verifying the accuracy of their 2010 Part C and Part D call center phone numbers in HPMS by Monday, November 30, 2009. Sponsors will need to update their toll-free current and prospective enrollee beneficiary call center phone numbers, toll-free pharmacy help desk numbers, and toll-free TTY/TDD numbers. Remember to update the information for each plan associated with a contract ID. Sponsors that do

¹ Medicare Part C and Part D Manuals, Chapter 3, Medicare Marketing Guidelines 80.1.

² Medicare Part C and Part D Manuals, Chapter 3, Medicare Marketing Guidelines 80.1.

³ Medicare Part C and Part D Manuals, Chapter 3, Medicare Marketing Guidelines 40.12 and 80.1.

⁴ Medicare Part C and Part D Manuals, Chapter 3, Medicare Marketing Guidelines 80.1.3.

not update their phone numbers now and throughout the year may have inaccurate or incomplete information reported publicly.

Update current and prospective enrollee beneficiary call center numbers and TTY/TDD numbers (also called the “customer service contact for current members” and “customer service contact for prospective members”) through the following path: HPMS Homepage > Plan Bids > Bid Submission > Contract Year 2009 > Manage Plans > Edit Contact Data.

Update pharmacy technical help desk numbers through the following path: HPMS Homepage > Contract Management > Basic Contract Management > Select Contract Number > Contact Data.

Tips for Success in 2010

- Make sure the correct phone numbers are in HPMS (follow instructions in this memo).
- Ensure Part C and Part D current and prospective enrollee call centers are open from 8 a.m. to 8 p.m. Monday through Friday. During the period November 15-March 1, sponsors must also be open from 8 a.m. to 8 p.m. on Saturday and Sunday.
- Test IVR/touch-tone-response systems to ensure callers are not dropped after pressing a selection.
- If your system has long silences instead of music, tell callers they will hear a brief silence while they are transferred.
- Train CSRs on how to bring an interpreter into a call with an LEP beneficiary and ensure CSRs stay on the phone after the interpreter joins the call.
- If using an in-house TTY/TDD machine, test the machine to ensure operability, train staff to use the machine, and develop a staffing plan to ensure calls will be answered by a live person during call center hours.
- To reduce repeat mis-dials to your TTY/TDD phone line, if possible, include a verbal message that tells callers they have dialed a TTY/TDD line.
- If using a State Relay, ensure the relay service is authorized to dial toll free numbers and train CSRs to handle calls from relay services.

Helpful Resources

- Medicare Marketing Guidelines (Rev. 8/7/09), available at: <http://www.cms.hhs.gov/ManagedCareMarketing/Downloads/R91MCM.pdf>
- 12/19/2008 HPMS Memo *2009 Call Center Monitoring*
- 1/2/2008 HPMS Memo *Best Practices for Addressing the Needs of Non-English Speaking and Limited English Proficient (LEP) Beneficiaries*

If you have any questions about this memo, please contact Linda Gousis at (410) 786-8616 or linda.gousis@cms.hhs.gov.