

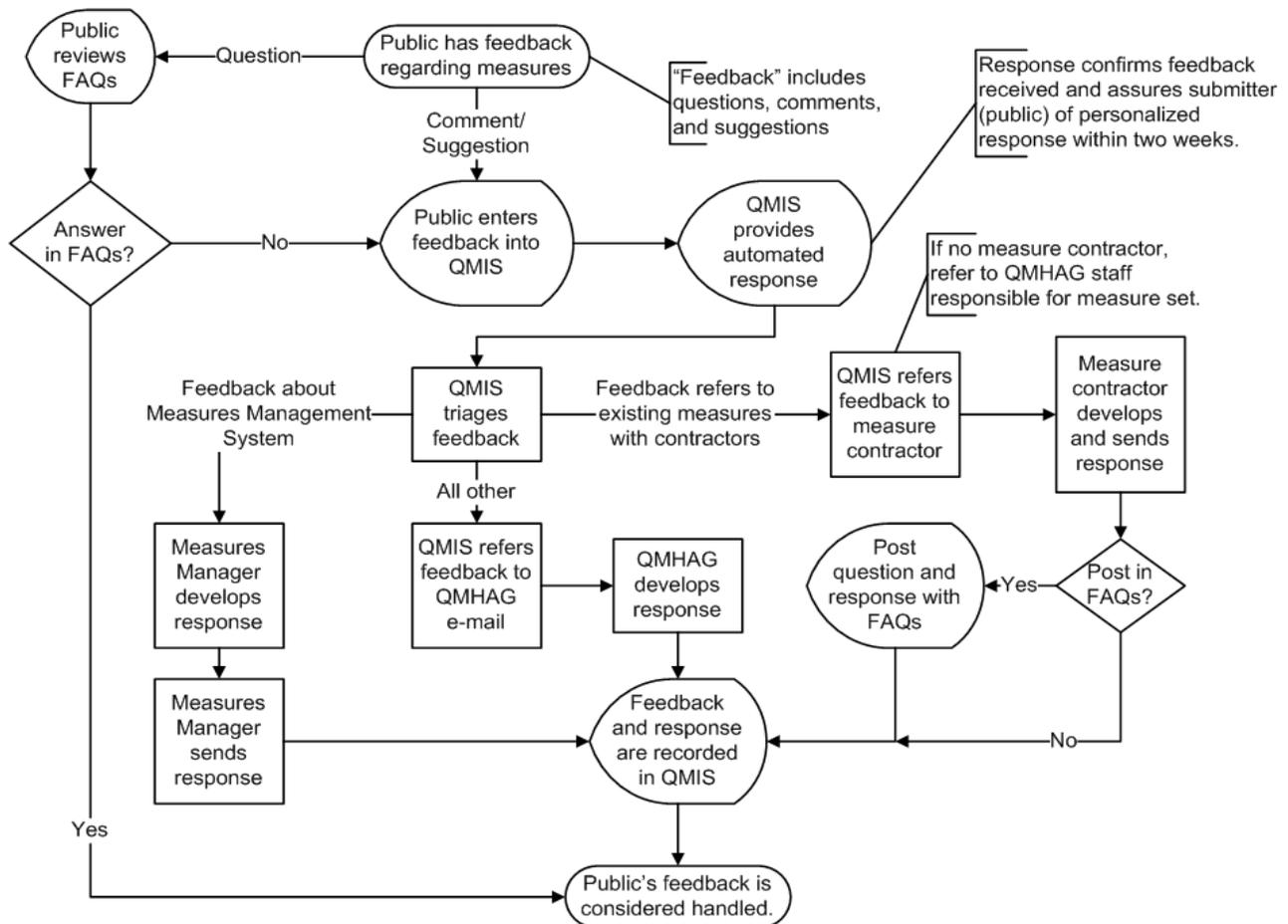
3. Managing Ongoing Feedback

Purpose

This section is intended to establish a standardized process to manage the handling of ongoing feedback received by CMS pertaining to quality measures. Feedback includes comments, questions, or suggestions. Public comments specifically solicited by CMS or its measure contractors regarding a measure set or specific measures are not included in this section. See the Public Comment section of the Blueprint for the CMS Measures Management System for details regarding the solicitation of public comments during measure development or reevaluation.

Overview

Figure 3-1—Overview of Management of Ongoing Feedback



The Quality Measures Management Information System (QMIS) uses RightNow® a customer relationship management software for collecting, triaging, and reporting on feedback. Secured access to the RightNow software is administered by the CMS Office of Beneficiary Information Systems (OBIS). As the public submits the feedback through the unsecured side of RightNow, the software attempts to match keywords from the public's submission with words in the existing list of frequently asked questions (FAQs). If the answer is not found there, the submission is triaged based on the information provided by the submitter. Feedback about the Measures Management System or the Blueprint is forwarded to the Measures Manager. Feedback about measures that have contractors assigned to them is referred to those contractors. All other feedback is forwarded to the CMSMeasuresManagement account, which is monitored by QMHAG. The recipient of the feedback provides a response through RightNow, and determines if the question should be added to the FAQs. The feedback and the responses within the RightNow system are available for management reports accessible based on permissions set by OBIS.

Feedback from Outside of QMIS's RightNow

Some contractors rely on other feedback systems such as QUEST or the hospital outpatient contract's version of RightNow. CMS has agreed to the following in regards to these other feedback systems:

- A. The GTL/PO will determine what system is to be used to capture and manage feedback for each contract.
- B. Responses should be provided using the system in which the feedback arrived.

Example: Feedback arriving through the QUEST system (used by the inpatient hospital team) should be answered using the QUEST system.

- C. Feedback that has arrived though a system other the one designated for that contract should be responded to in a manner that links the user to the correct system.

Example: Feedback is given to the inpatient hospital team via RightNow. The response should be provided using RightNow, but include a link to QUEST for the user to use in the future. QUEST is the designated system for feedback to that team.

- D. If feedback qualifies as a FAQ, it should be added to the list of FAQs on the designated system for that contract.

Measures Manager Role

Automated triaging will occur in the comment handling functionality of QMIS using RightNow. RightNow is designed to triage the feedback received via QMIS and help CMS and its contractors

manage their responses to these feedback. The Measures Manager has the overall responsibility for overseeing the triage process in QMIS, and for triaging comments, questions, and suggestions about quality measures that are not properly routed via QMIS and RightNow. The Measures Manager will also incorporate the feedback received about the Measures Management System Blueprint, the overall volume of measure-related feedback received, and the overall timeliness of measure contractors' responses into the quarterly summary report.

Questions and Feedback about QMIS Itself

Feedback regarding the QMIS program itself will be referred to the QMIS contractor for handling as deemed appropriate by the QMIS contractor's GTL/PO.

Procedure for Managing Ongoing Feedback Using QMIS

Step 1: Feedback is submitted

The public submit feedback via the public Web site of QMIS using the link located on each page.

- a. Before submitting feedback, the public can check the list of frequently asked questions (FAQ) to see if the information they are seeking is readily available.
- b. If the submitter has sent in feedback, they will receive an automated confirmation of receipt of the suggestion, question, or comment.



QMIS Instructions

1. Each measure developer's GTL or PO will contact the CMS Web site project management Group to get their contractor staff a RightNow user identification (ID) and password. Each user ID is tied to the developer's own measure set and is associated with a particular set of functionalities. To access RightNow, each user will need to log in.
2. RightNow allows the authorized users to answer questions or other feedback, develop a list of frequently asked questions, and produce analytical reports that track the activity on the measure set.

Step 2: RightNow will triage the comment/suggestion/questions to the appropriate responding entity

- a. Questions or feedback regarding CMS's Measures Management System Blueprint is directed to the Measures Manager. The Measures Manager will draft a response for QMHAG's review. The response will be posted after QMHAG's approval.
- b. Ongoing feedback regarding specific measures or measure sets is handled by the measure contractor associated with the measures. If there is no measure contractor, the feedback will be referred to the GTL/PO who is responsible for the measure set in question.
- c. Suggestions, questions or comments of a general nature, i.e., about new measures or measure sets, will be routed to the CMSMeasuresManagement mailbox. This information will be logged and considered during the next planning cycle. (See Section 2, Measures Priorities Planning, of this Blueprint.)
- d. All responses will be posted within two weeks of receipt of the feedback.

Step 3: If a comment/question/suggestion does not meet the criteria for automated triage, the Measures Manager will triage the comment to the appropriate contractor for response

If the submitter did not correctly identify the question as pertaining to an existing measure set, the Measures Manager will direct the question to the appropriate measure contractor. If there is no measure contractor, the feedback will be referred to the appropriate Division Director responsible for the health care topic in question.

Step 4: For existing measures, the measures contractor will determine if the answer is to be published as a frequently asked question (FAQ)

- a. The measure contractor may determine that the answer is to be published on the Web site as an FAQ or may determine a private or unpublished response is appropriate. Questions and answers that have been determined to have interest to persons other than the submitter will be posted as FAQs. As directed by QMHAG, the Measures Manager will provide guidance to the measure contractors in determining if the answer is to be published on the Web site as an FAQ.
- b. The measure contractor will answer the specific question within two weeks and reply to the submitter by e-mail.
- c. All questions and answers will be stored in QMIS for consideration at the next measure update and comprehensive reevaluation of the measure and may also be considered during measures priorities planning, Section 2 of this Blueprint.
- d. The measure contractor will categorize or classify all of their responses into related topics. At a minimum, categorization will include the measure evaluation criterion to which the question is related.
- e. The public may be directed to other CMS Web sites for specific measure sets. For example, the hospital inpatient and outpatient measures are located on QualityNet, <http://qualitynet.org/>, and this Web site has a feedback function. The CMS Physician Quality

Reporting Initiative (PQRI) measures are located on the CMS Web site, http://www.cms.hhs.gov/PQRI/01_Overview.asp#TopOfPage, and it also has a feedback function.

Step 5: For comments of a general nature or suggestions for new CMS measures, QMIS will triage to a QMHAG mailbox

- a. For questions of a general nature or suggestions made for future measure development, the submitter will receive the automated response acknowledging the feedback. The comment/suggestion will be automatically triaged to the QMHAG mailbox. QMHAG will send an email response within two weeks.
- b. Comments, along with the response, will be stored in QMIS and may be considered during the next planning cycle.

Step 6: Measure contractor feedback reports

The purpose of the feedback reports is to provide the GTL/PO with meaningful information as to the stakeholders' and general public's response to the measures. If the reports described below do not accomplish that goal for a particular contract, they should be modified to meet the GTL/PO's needs. The following descriptions assume that information is readily available from the RightNow software's reporting functionalities. If RightNow is not available, the measure contractor should work closely with the GTL/PO to identify similarly meaningful ways to report on the feedback provided to the contractor.

Measure contractors will compile monthly feedback reports with each instance of feedback listed verbatim, along with the response, sorted by topic or measure evaluation criterion, as directed by the GTL/PO. This report will include counts of the total number of feedback instances along with counts by topic or criterion.

Measure contractors will also compile summary feedback reports to be delivered monthly, quarterly, semiannually, or annually, as directed by the GTL/PO. These reports will summarize the feedback based on common issues or themes. These feedback reports will provide various types of information, such as volume by category, timeliness of responses, pending issues, an analysis and summary of common issues that were raised, suggestions for new measures, comments on measure gaps, etc.

These reports are used for both long term measures planning by QMHAG and by measure contractors for measure updates and comprehensive reevaluations. When conducting measure reevaluations, the measure contractor must take into consideration the feedback received since last measure's review. For example, on an ongoing basis, the measure contractor may compile a list of changes to the measure specifications based on the feedback received. These changes can be implemented at the time of the measure update.

The measure contractor's feedback reports will be sent to their GTL/PO, the Measures Manager, and the Measures Manager GTL/PO. The Measures Manager will review these reports for issues pertinent to long term planning of measurement activities. See Section 2, Measures Priorities Planning, of this Blueprint.

The measure contractors may run additional ad hoc reports or may generate RightNow's standard reports at any time, or as directed by their GTL/PO.

Step 7: Measures Manager quarterly reports

The Measures Manager will incorporate the feedback received about the Measures Management System Blueprint, the overall volume of measure-related feedback received, and the timeliness of measure contractors' responses into the Measures Manager quarterly feedback report. The information specific to the Measures Management System Blueprint may be considered in the quarterly and annual updates of the Blueprint.