From: [VENDOR NAME]  
To: [ENROLLEE EMAIL ADDRESS]  
Subject: How do you like your health plan?

Dear [ENROLLEE FIRST AND LAST NAME],

As a member of [QHP ISSUER NAME], you have been randomly chosen to participate in a survey about the care you have received. Your answers will help others make important choices about their health care and will help your health plan improve the care they provide. The survey should take you less than 15 minutes to complete. **Your participation is voluntary.** The information you provide will only be shared with authorized persons and your health plan will not see your responses.

Take Survey Now

This email is official communication on behalf of [QHP ISSUER NAME], for a survey required by the [Affordable Care Act (ACA)](https://www.ssa.gov/OP_Home/comp2/F111-148.html) and managed by the [Centers for Medicare & Medicaid Services (CMS)](https://www.cms.gov/Medicare/Quality-Initiatives-Patient-Assessment-Instruments/QualityInitiativesGenInfo/ACA-MQI/Consumer-Experience-Surveys/Surveys-page.html). You will soon receive a survey in the mail about the care you received through [QHP ISSUER NAME] from July to December 2019. To save time and paper, you can complete this survey online right now by clicking on “Take Survey Now” above.

Your health plan has hired [VENDOR NAME] to administer the survey. If you have any questions about the survey, please call [VENDOR NAME] at (XXX) [XXX-XXXX] between [XX:XX] a.m. and [XX:XX] p.m. [VENDOR LOCAL TIME], Monday through Friday (excluding federal holidays), or email [VENDOR EMAIL].

**Thank you for your help!**

Sincerely,

[NAME, TITLE OF SENIOR EXECUTIVE FROM VENDOR or QHP ISSUER]

[VENDOR or QHP ISSUER NAME]

Para responder la encuesta en español por internet, haga clic en: [**Responda la Encuesta Ahora**]. Para solicitar una encuesta en papel y en español, o para responder la encuesta en español por teléfono, llame al número siguiente: (XXX) [XXX-XXXX].

[IF OFFERING IN CHINESE] 如需索取中文版調查問卷，或以中文進行電話調查問卷，請聯絡：(XXX) [XXX-XXXX]。

If the above link does not work, you can copy and paste the following into your internet browser: [**FULL SURVEY URL WITH EMBEDDED LOGIN CREDENTIALS**].

To unsubscribe from all future email communication, please click here.