

## Changes to the QHP Enrollee Experience Survey for 2016

Issue Brief #6

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### Purpose

This issue brief is intended to provide QHP issuers with a high-level summary of changes that CMS and the QHP Enrollee Survey Project Team have implemented to the QHP Enrollee Survey in preparation for the 2016 national implementation.

The Centers for Medicare & Medicaid Services (CMS) and Qualified Health Plan (QHP) Enrollee Experience Survey Project Team have developed this issue brief to provide a high-level summary of changes that have been implemented for the 2016 national implementation of the QHP Enrollee Experience Survey (QHP Enrollee Survey). More details about the 2016 QHP Enrollee Survey, including the survey questionnaires and the *2016 Quality Assurance Guidelines and Technical Specifications (QAG)*, are available on the Project Website: <https://qhpcahps.cms.gov>.

### Changes to Survey Questionnaire

Based on the findings from the 2014 Psychometric Test, CMS and the QHP Enrollee Survey Project Team have added nine questions to the 2016 QHP Enrollee Survey. These nine items were originally included in the 2014 Psychometric Test of the QHP Enrollee Survey, but were excluded from the 2015 Beta Test in order to minimize respondent burden. These survey questions include:

- One question about enrollees' likelihood of recommending the health plan to friends and family (Question 53)
- Four questions about enrollees' experiences with health plan costs (Questions 54-57)
- One question about the enrollees' employment status (Question 77)
- One question about health insurance coverage during the previous calendar year (Question 81)
- Two questions about the enrollees' health insurance literacy (Questions 82-83)

While some of these questions provide additional information about enrollees' experiences, others will be reviewed as potential case-mix adjusters (i.e., employment status, health insurance literacy, and health insurance coverage during the previous calendar year).

The 2016 QHP Enrollee Survey questionnaire is available at: <https://qhpcahps.cms.gov/survey-instrument-materials>.

### Sample Size and Oversampling

To ensure that the majority of reporting units achieve at least 300 completed surveys, the sample size for the 2016 QHP Enrollee Survey has been increased from 1,000 to 1,300 enrollees. This change is based on the number of eligible and completed surveys that were received during the 2015 Beta Test of the QHP Enrollee Survey from a sample of 1,000 enrollees per reporting unit.

Beginning with the 2016 QHP Enrollee Survey, QHP issuers will have the option to increase the sample size, also known as oversampling, for each reporting unit fielded as long as there is sufficient eligible enrollee volume to support the increased sample size. Oversampling allows issuers to account for lower response rates on other CAHPS® surveys or to collect additional responses in order to support subgroup analyses. QHP issuers who wish to perform an oversample should inform their HHS-approved survey vendor as early as possible. Issuers will need to provide their survey vendor with the desired oversampling increment, an estimate of the number of enrollees who will be eligible for the survey, and a brief description of why they wish to oversample. Survey vendors are required to submit this information to the QHP Enrollee Survey Project Team on behalf of QHP issuers by **January 5, 2016**. Requests for oversampling received after this date will not be considered.

All oversampling must be done in five percent increments with a maximum oversample of thirty percent. The table below shows the permitted oversampling levels.

Oversample Increment	Increase in Sample Size	Total Sample Size
5%	65	1,365
10%	130	1,430
15%	195	1,495
20%	260	1,560
25%	325	1,625
30%	390	1,690

## Off-Marketplace QHPs

Based on the experience from the 2015 Beta Test, CMS has revised the guidance regarding off-Marketplace QHPs. For the 2016 QHP Enrollee Survey, all enrollees in QHPs offered through the Marketplace should be included in the QHP Enrollee Survey sample frame. Enrollees in QHPs offered outside the Marketplace

(off-Marketplace) and non-QHPs should not be included in the sample frame. Enrollees in QHPs offered on the Marketplace should be included in the sample frame regardless of how they enrolled in the QHP.

## Changes to Data Collection Protocol

Based on feedback from survey vendors during the 2015 Beta Test, CMS and the QHP Enrollee Survey Project Team have implemented a few changes to the data collection protocol for the 2016 national implementation.

- In addition to conducting the online survey in English, survey vendors are permitted to also offer the online survey in Spanish.
- The first mail survey will now be sent 7 days after the pre-notification letter, instead of 14 days
- The reminder postcard that was sent between the first and second survey mailings has been changed to a reminder letter and now includes information to the enrollee about completing the survey online (if applicable).
- The reminder letter will be sent 10 days after mailing the first survey, instead of 7 days after the first survey

As a result of these changes, the data collection for each reporting unit will now span 71 days.

## Additional Resources

More information about the QHP Enrollee Survey is available on the Project Website:

<https://qhpcahps.cms.gov/>

Additional questions can be submitted to the Exchange Operations Support Center (XOSC)

855-267-1515

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Please reference "Marketplace Quality Initiatives - QHP Survey" in your inquiry