

CMS Manual System	Department of Health & Human Services (DHHS)
Pub 100-20 One-Time Notification	Centers for Medicare & Medicaid Services (CMS)
Transmittal 1664	Date: May 13, 2016
	Change Request 9619

SUBJECT: Reporting Medicare Administrative Contractor (MAC) Provider Education Website Analytic Data to the Provider Customer Service Program Contractor Information Database (PCID)

I. SUMMARY OF CHANGES: This Change Request (CR) notifies the Medicare Administrative Contractors (MACs) of a new module developed in the Provider Customer Service Program Information Database to capture MAC Provider Education Website Analytics.

EFFECTIVE DATE: June 14, 2016

**Unless otherwise specified, the effective date is the date of service.*

IMPLEMENTATION DATE: June 14, 2016

Disclaimer for manual changes only: The revision date and transmittal number apply only to red italicized material. Any other material was previously published and remains unchanged. However, if this revision contains a table of contents, you will receive the new/revised information only, and not the entire table of contents.

II. CHANGES IN MANUAL INSTRUCTIONS: (N/A if manual is not updated)

R=REVISED, N=NEW, D=DELETED-*Only One Per Row.*

R/N/D	CHAPTER / SECTION / SUBSECTION / TITLE
N/A	N/A

III. FUNDING:

For Medicare Administrative Contractors (MACs):

The Medicare Administrative Contractor is hereby advised that this constitutes technical direction as defined in your contract. CMS does not construe this as a change to the MAC Statement of Work. The contractor is not obligated to incur costs in excess of the amounts allotted in your contract unless and until specifically authorized by the Contracting Officer. If the contractor considers anything provided, as described above, to be outside the current scope of work, the contractor shall withhold performance on the part(s) in question and immediately notify the Contracting Officer, in writing or by e-mail, and request formal directions regarding continued performance requirements.

IV. ATTACHMENTS:

One Time Notification

Attachment - One-Time Notification

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I. GENERAL INFORMATION

A. Background: In 2014, the Centers for Medicare and Medicaid Services (CMS) asked the Medicare Administrative Contractors (MACs) to participate in a 5-month pilot to submit provider education website analytic data. The purpose of collecting the website data was to be able to monitor provider interest on the MAC provider education websites. Having these data will allow CMS to have a better programmatic perspective of the MAC provider education websites as a whole and by line of business, (Part A, Part B, HH+H, DME). It will also allow CMS to be able to give future guidance on the provider education websites as technological platforms are quickly changing (e.g., mobile phones and tablets). During the pilot, CMS discovered that some of the MACs were not able to submit the data as requested by jurisdiction or by line of business.

In 2015, CMS created the Rough order of Magnitude (ROM) to gather more in-depth information from the MACs concerning the feasibility of this data collection. The feedback received from the MACs suggested that the data collection was practical.

In light of the results of the ROM, this Change Request instructs the MACs to begin reporting provider education website analytic data to the PCID “Website Analytics Module” on a monthly basis.

B. Policy: Section 921 of the Medicare Modernization Act (P.L. 108-173).

II. BUSINESS REQUIREMENTS TABLE

"Shall" denotes a mandatory requirement, and "should" denotes an optional requirement.

Number	Requirement	Responsibility									
		A/B MAC			D M E	Shared-System Maintainers				Other	
		A	B	H H H		F M V C	M I C S	M S S	C M W F		
9619.1	Each MAC shall provide CMS with the name, title, e-mail address, and telephone number of the staff who will be reporting these data to PCID by e-mailing that information to the Provider Services mailbox at providerservices@cms.hhs.gov, subject line: “Website Analytics Contact” no later than 30 days after issuance.	X	X	X	X						RRB-SMAC

Number	Requirement	Responsibility									
		A/B MAC		H H H	D M E M A C	Shared- System Maintainers				Other	
		A	B			F I S S	M C S	V M S	C W F		
9619.2	<p>Each MAC shall report provider education website analytic data, by MAC jurisdiction and by line of business (Part A, Part B, HH+H, and DME), to the Website Analytics Module in PCID on a monthly basis by the 10th of the month for the previous month (e.g., data for March 2016 would be reported no later than April 10, 2016). The required data are as follows:</p> <p>Visits (for the Report Period)</p> <p>Total visits</p> <p>Number of new visits</p> <p>Number of return visits</p> <p>Visits via mobile devices</p> <p>Average visit duration (minutes)</p> <p>Bounce rate</p> <p>Pages (for the Report Period)</p> <p>Total page views</p> <p>Average page views per visit</p> <p>Top 5 pages viewed most often</p> <p>Other (for the Report Period)</p> <p>Number of on-site search queries initiated</p> <p>Top 5 search terms entered by visitors</p>	X	X	X	X						RRB-SMAC
9619.2.1	<p>MACs shall use the following Website Analytics Definitions:</p> <p>Visits</p> <ul style="list-style-type: none"> • Number of Total Visits - A session is the period of time a user is actively engaged with your website • Number of New Visitors – First time visitor during time period • Number of Return Visitors – Returning visitor during time period • Number of Visits via Mobile/Tablet Devices - 	X	X	X	X						RRB-SMAC

Number	Requirement	Responsibility									
		A/B MAC		H H H	D M E M A C	Shared- System Maintainers				Other	
		A	B			F I S S	M C S	V M S	C W F		
	<p>Number of times the site is accessed by a mobile/tablet device</p> <ul style="list-style-type: none"> • Average Visit Duration – Average length of a session • Bounce Rate - Percentage of visitors who looked at only one page and immediately left the site <p>Pages</p> <ul style="list-style-type: none"> • Total Page Views - Page views is the total number of pages viewed • Average Page Views Per Visit - Number of page views in a reporting period divided by number of visits in the same reporting period • Top 5 Pages Viewed Most Often** – Top 5 pages viewed on your site <p>Search</p> <ul style="list-style-type: none"> • Total Number of On–Site Search Queries • Top 5 Search Terms - Top 5 search terms used on your site <p>**For the Top 5 Pages Viewed Most Often, exclude the main landing pages. For example, exclude the home page, and the main Part A and Part B landing pages.</p>										
9619.3	MACs who are ready to report provider education website analytic data by the issuance date of this CR shall begin reporting upon issuance of this CR by the 10th of the month for the previous month’s data.	X	X	X	X						RRB-SMAC
9619.4	MACs who will not be technologically ready to report provider education website analytic data by the implementation date of this CR shall so notify CMS by sending an e-mail to the Provider Services mailbox at providerservices@cms.hhs.gov, subject line: “Date for Website Analytic Data Reporting,” no later than the implementation date of this CR. In the e-mail, indicate the reason(s) why the MAC will not be ready to begin reporting and the date on which the MAC will be able to begin reporting the provider website analytic data for the previous month.	X	X	X	X						RRB-SMAC

III. PROVIDER EDUCATION TABLE

Number	Requirement	Responsibility				
		A/B MAC			D M E	C E D I
		A	B	H H H		
	None					

IV. SUPPORTING INFORMATION

Section A: Recommendations and supporting information associated with listed requirements: N/A

"Should" denotes a recommendation.

X-Ref Requirement Number	Recommendations or other supporting information:

Section B: All other recommendations and supporting information: N/A

V. CONTACTS

Pre-Implementation Contact(s): Alikia Mack, 410-786-4523 or alikia.mack@cms.hhs.gov , Darry Coverson, 410-786-4451 or darry.coverson@cms.hhs.gov

Post-Implementation Contact(s): Contact your Contracting Officer's Representative (COR).

VI. FUNDING

Section A: For Medicare Administrative Contractors (MACs):

The Medicare Administrative Contractor is hereby advised that this constitutes technical direction as defined in your contract. CMS does not construe this as a change to the MAC Statement of Work. The contractor is not obligated to incur costs in excess of the amounts allotted in your contract unless and until specifically authorized by the Contracting Officer. If the contractor considers anything provided, as described above, to be outside the current scope of work, the contractor shall withhold performance on the part(s) in question and immediately notify the Contracting Officer, in writing or by e-mail, and request formal directions regarding continued performance requirements.

ATTACHMENTS: 0