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

Dear [ENROLLEE FIRST AND LAST NAME],

Recently, we emailed you about a survey regarding your experiences with your health plan. You have been chosen as part of a random sample of people in your health plan. You can complete this survey online right now by clicking “Take Survey Now” below. If you already completed the survey, thank you for your help and please disregard this email.

The survey should take you about 12 minutes to complete. **Your participation is voluntary.** However, your answers will help others make important choices about their health care and will help your health plan improve the care they provide. The information you provide will only be shared with authorized persons. 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) and managed by the Centers for Medicare & Medicaid Services (CMS). This survey is part of a national ongoing effort to understand the experiences people have with their health plan.

Your health plan has hired [VENDOR NAME] to administer this 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] 如需索取中文版调查问卷，或以中文进行电话调查问卷，请联络：  
(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**.