

Subject: 2026 Qualified Health Plan Enrollee Experience Survey – Vendor Application Period Now Open [07/01/2025]

Attachments: 2026 QHP Enrollee Survey Minimum Business Requirements (MBR), 2026 QHP Enrollee Survey Participation Form

Dear Survey Vendor,

CMS is pleased to announce that the vendor solicitation period for the 2026 Qualified Health Plan Enrollee Experience Survey (QHP Enrollee Survey) will occur from **July 1, 2025, to July 15, 2025**. Federal regulations require all Exchanges to publicly report information on costs, coverage, quality ratings, and enrollee experience for each Qualified Health Plan (QHP) offered. The QHP Enrollee Survey collects enrollee experience data. QHP issuers contract with Department of Health and Human Services (HHS)-approved vendors to administer the QHP Enrollee Survey on their behalf.

### **QHP Enrollee Survey Vendor Participation**

HHS-approved vendors administer the QHP Enrollee Survey by using a standardized mixed-mode methodology with mail, telephone, and internet survey protocols to facilitate comparison of QHPs both within and across Exchanges. The 2026 QHP Enrollee Survey will contain approximately 67 items and is available in three languages: English, Spanish, and optionally in Chinese.

There are approximately 352 QHP issuer reporting units required to administer the QHP Enrollee Survey. HHS-approved vendors will draw a random sample of enrollees based on a sample frame provided by each QHP issuer and validated by an independent third party.

### **Application Instructions**

Vendors seeking HHS-approval to administer the 2026 QHP Enrollee Survey **must** fulfill all requirements outlined in the 2026 QHP Enrollee Survey Minimum Business Requirements (MBR) (attached) and comply with the requirements in the *QHP Enrollee Survey: Technical Specifications for 2026*.

Prospective vendors must submit the following to [QHP\\_Survey@air.org](mailto:QHP_Survey@air.org) **no later than 11:59pm (ET) on July 15, 2025**, for consideration of conditional HHS-approval:

- Curriculum vitae (CV) for all identified vendor and subcontractor key project staff. Include the following in the subject line: “[Vendor Name] Key Staff CV Submission”
- Completed Vendor Participation Form (attached). Include the following in the subject line: “2026 QHP Participation Form\_ [Vendor Name] \_MMDDYY”

Final HHS-approval is contingent on the successful completion of 2026 QHP Enrollee Survey Vendor Training (September 2025).

If you have questions about applications or need additional information, please contact the Project Team via email at [QHP\\_Survey@air.org](mailto:QHP_Survey@air.org).

Sincerely,

The QHP Enrollee Survey Project Team

Email: [QHP\\_Survey@air.org](mailto:QHP_Survey@air.org)

Website: [Health Insurance Marketplace Quality Initiatives \(MQI\)](#)