

Subject: 2027 Qualified Health Plan Enrollee Experience Survey – Vendor Application Period Now Open [07/01/2026]

Attachments: 2027 QHP Enrollee Survey Minimum Business Requirements (MBR), 2027 QHP Enrollee Survey Participation Form

Dear Survey Vendor,

The Centers for Medicare & Medicaid Services (CMS) is pleased to announce that the vendor solicitation period for the 2027 Qualified Health Plan Enrollee Experience Survey (QHP Enrollee Survey) will occur from July 1, 2026, to July 15, 2026. 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 survey 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 2027 QHP Enrollee Survey contains approximately 67 items and is available in three languages: English, Spanish, and optionally in Chinese.

There are approximately 339 QHP issuer reporting units required to administer the QHP Enrollee Survey in 2027. HHS-approved survey 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 2027 QHP Enrollee Survey must fulfill all requirements outlined in the 2027 QHP Enrollee Survey Minimum Business Requirements (MBR) (attached) and comply with the requirements in the QHP Enrollee Survey: Technical Specifications for 2027.

Prospective vendors must submit the following to QHP_Survey@air.org with the following subject line: “2027 QHP Participation Form and CVs_[Vendor Name]_MMDDYY” no later than 11:59pm (ET) on July 15, 2026, for consideration of conditional HHS-approval:

- Completed Vendor Participation Form (attached).
- Curriculum vitae (CV) for all identified vendor and subcontractor key project staff.

Final HHS-approval is contingent on the successful completion of 2027 QHP Enrollee Survey Vendor Training (September 2026).

If you have questions about applications or need additional information, please contact the Project Team via email at QHP_Survey@air.org.

Sincerely,

The QHP Enrollee Survey Project Team

Email: QHP_Survey@air.org

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