

TRANSCRIPT

Day 1 05: Marketing Surveillance Update

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Good afternoon everyone. Thank you for coming back to talk about surveillance and marketing updates. This is more of a discussion and a feedback session between CMS and the industry. We are interested in getting your feedback and your thoughts on the impact of some of our marketing requirements, along with our surveillance activities that we perform each year. As you know, the AEP is coming up so CMS will be doing some secret shopping this coming fall, along with the marketing materials that are doing beneficiary hands in the near future.

So we want to take the feedback we receive today, we want to take a look at it, analyze it when we get back to the office, and we want to look at it to make improvements on our process, our guidelines, our model documents wherever we can in order to ensure that our documents and our operations meet the goals and are best suited for the beneficiaries out there.

Before this conference, a few questions were sent out last year, both on the surveillance side and on the marketing side, and we did get a number of responses. We had questions that went out for surveillance, how do you use the CMS surveillance tool; do you mode your tool to modify your own secret shopping, and how well does the tool meet your needs in covering a formal presentation? We did receive some feedback, and I'm going to go through a little bit of the feedback that we received from that survey.

A number of organizations, and this was all anonymous, so I don't know who responded to what, but there was a bit of confusion about the access of our surveillance tool to organizations. We do make our secret shopping tool available. It can be found on HPMS, through HPMS, the surveillance module under "tools." We will be releasing our 2013 tool. I believe it's getting put up on the surveillance module either today or tomorrow. So if you go, when you get back to your office tomorrow, you should be able to get ahold of our tool so you can use that. And, again, that is through HPMS. There was some confusion whether we were using our old system or through HPMS. So you have access to that tool.

About half of the respondents that answered the question on whether they use our tool responded that they did use the tool and they did make modifications to it. Some of them used it for secret shopping visits. Some of them used it as an internal monitoring for compliance processes. They use it to modify their own tools to use as an enhancement. They use it as checklists. So what we really want to do on the surveillance side is we want to have you guys talk to us about secret shopping, what we do well, what we don't do as well, what we could provide you to assist you and, and how you use our information for shopping.