

# Part C and Part D Call Center Monitoring

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# Background

- Sponsors are required to have call centers
  - Customer service – serving current and prospective beneficiaries
  - Pharmacy technical help desk
- Year-round monitoring to assess compliance with standards

# CMS Call Center Standards

- Average hold time less than 2 minutes
- Disconnect rate less than 5%
- Provide interpreters for limited English proficient beneficiaries
- Provide TTY/TDD services for hearing-impaired beneficiaries
- Source for accurate information

# Monitoring Studies

- Started monitoring in 2006
- Two call center monitoring studies
- Contractor, RTI, conducts calls
- Some results used as plan ratings

# Timeliness Study

- Measures hold time and disconnect rate for:
  - Current enrollee customer service call center
  - Pharmacy technical help desk
- Quarterly monitoring

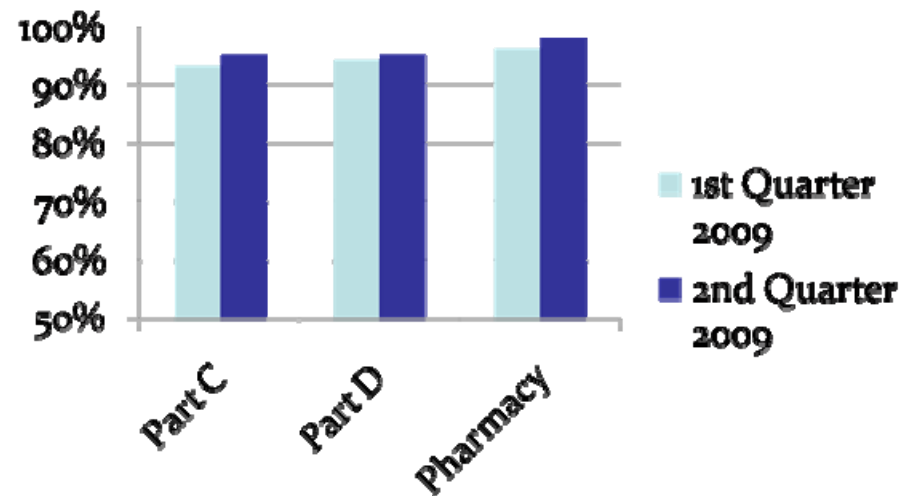
## Timeliness Study – Typical Call

- (1) RTI calls customer service or pharmacy line
- (2) Chooses prompt for current enrollees or pharmacist
- (3) Hold time starts after caller finishes IVR
- (4) Asks if CSR can answer Part C/D questions
- (5) Does not ask questions, concludes call

# Timeliness Study - Results

- About 90% of contracts meet standards
- Results improved over time

Table 1: Contracts that Met the Disconnect Rate Standard



## Timeliness Study Tips for Improvement

- Hours of operation
  - Customer service – 8 a.m. to 8 p.m.
  - Pharmacy – 24 hours if 24 hour pharmacies in network
- Adequate staffing
- Clear IVR options/messaging
- Ensure IVR systems do not dead end



# Accuracy and Accessibility Study

- New in 2009, continues for 2010
- Calls placed to prospective enrollee call centers
- Conducted during winter and summer

## Accuracy and Accessibility Study Measures

### (1) Interpreter availability

- Spanish, Russian, Mandarin, Cantonese, Korean, Vietnamese

### (2) TTY/TDD functionality – calls placed using TTY/TDD device

## Accuracy and Accessibility Study Measures, continued

### (3) Information Accuracy

- Caller asks CSR three questions

### (4) Understandability (2009 only)

- Volume, speed, clarity, professionalism

## Accuracy and Accessibility Study Typical Call

- (1) RTI calls customer service line
- (2) Chooses prompt for prospective enrollees
- (3) Caller reaches CSR
  - Foreign language callers indicate interpreter needed
- (4) Caller asks three questions to CSR or interpreter
- (5) Call concludes, caller assesses understandability of CSR

## Accuracy and Accessibility Study Typical Call

Table 2: Study II Results

Measure	Part C	Part D
Interpreter availability	66%	60%
TTY/TDD functionality	28%	25%
Information accuracy	75%	76%
Understandability	87%	94%

## Accuracy and Accessibility Study Results & Findings

### Interpreter Availability

- Over 80% of foreign-language callers reached CSRs
- 66% Part C, 60% Part D completed calls
- Slightly more Spanish-speaking interpreters available
- No relationship between enrollment and providing interpreters

# Accuracy and Accessibility Study Tips for Success

## Interpreter Availability

- Ensure IVR defaults to a live person
- Train CSRs how to connect to interpreter
- CSRs stay on the line with caller

## Accuracy and Accessibility Study Results & Findings

### TTY/TDD Functionality

- 28% Part C, 25% Part D availability
- Busy signals and requests to leave messages
- Long hold times (10 minutes)
- Mixed results with state relay services



## Accuracy and Accessibility Study Tips for Success

### TTY/TDD Functionality

- Put machine in central location
- CSR available from 8 a.m. to 8 p.m.
- Message for non-TTY callers
- Test machine or relay

# Accuracy and Accessibility Study Results & Findings

## Information Accuracy

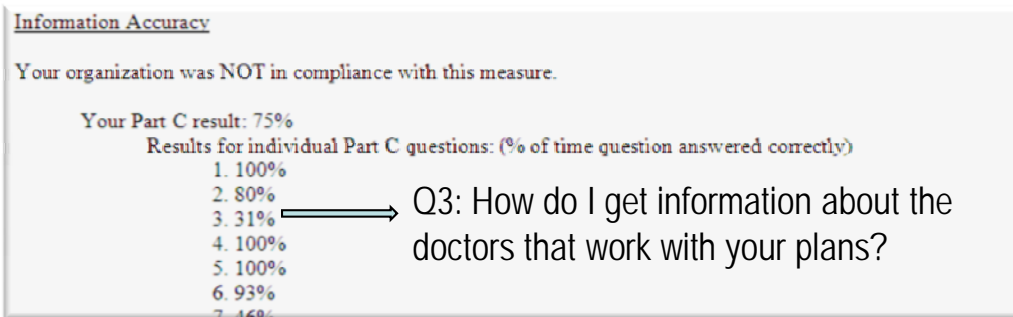
- 75% of questions answered correctly
- Language or TTY/TDD did not affect accuracy
- Problematic topics
  - Coverage gap, diabetic testing supplies, provider information, enrollment periods

# Accuracy and Accessibility Study Tips for Success

## Information Accuracy

- Familiarity with summary of benefits
- Refer to notice of non-compliance
  - Refresh CSRs on topics with poor performance

Graphic 1: Information accuracy excerpt from compliance letter



# Accuracy and Accessibility Study Results & Findings

## Understandability

- 87% Part C, 94% Part D
- Favorable results
- Study will not be conducted in 2010

# Accuracy and Accessibility Study Tips for Success

## Understandability

- Refer to notice of non-compliance
  - Train CSRs in low-scoring elements

Graphic 2: Understandability excerpt from compliance letter

Your Part C result: 81%  
Results by dimension:

- Volume: 2.86
- Speed: 2.83
- Clarity: 2.86
- Professionalism: 2.76

## Next Steps - Sponsors

- Sponsors

- Implement changes to address concerns raised in compliance letter
- Test your systems
- Ensure HPMS has correct phone numbers for 2010

## Next Steps – CMS

- CMS

- Preparing for 2010 monitoring
- Analyzing phone numbers for single call centers
- Researching best practices for TTY/TDD lines
- Addressing concerns raised by SNP plans

## Helpful Resources

- 42 C.F.R. § 423.128(d)(1)
- Medicare Marketing Guidelines (Rev. 8/7/09)
  - Sections 30.7, 80.1, 80.1.1
- HPMS memos 12/19/08 and 1/2/08



# Contact Information

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