

# Customer Service Monitoring

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# Monitoring Background

CMS monitors customer service call centers for compliance with CMS standards.

Since monitoring began, compliance has increased.

# Monitoring Background

CMS monitors multiple call centers

- Current enrollee call centers
- Prospective enrollee call centers
- Pharmacy technical help desks

# Customer Service Standards

## Medicare Marketing Guidelines

- Average hold time – 2 minutes or less
- Average disconnect rate – 5% or less
- Provide accurate plan information
- Provide foreign language interpreters
- Provide TTY/TDD services

# Call Center Studies

CMS has two call center studies

- Timeliness Study
- Accuracy & Accessibility Study

# Timeliness Study

## Measures

- Average hold time
- Average disconnect rate
- *New for 2011* – Closures

# Timeliness Study

Calls placed to

- Part C current enrollee customer service numbers
- Part D current enrollee customer service numbers
- Pharmacy technical help desk

Frequency: one month each quarter

# Accuracy & Accessibility Study

## Measures

### (1) Information Accuracy

- Different questions for Part C and D
- 20 questions for each program
- 2010 – Part C questions were easier than D

# Accuracy & Accessibility Study

## Measures

### (2) Interpreter Availability

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

### (3) TTY/TDD or relay functionality

# Accuracy & Accessibility Study

Calls placed to

- Part C prospective enrollee customer service numbers
- Part D prospective enrollee customer service numbers

Frequency: February–March and May–June

# 2011 Monitoring

## Continue Timeliness Study

- New element – closures
  - Part C & D – open 8 a.m. to 8 p.m.
  - Pharmacy help – open if pharmacies are open
- Be open on New Year's Day

# 2011 Monitoring

## Continue Accuracy & Accessibility study

- Some new questions for 2011
- Some old questions from 2009 and 2010
- Using same foreign languages
- Reducing number of calls

# 2011 Monitoring

## Likely 2011 Information Accuracy Topics

- Coverage gap discount
- Preventive services coverage
- Maximum out-of-pocket (MOOP) amount

# 2010 Results

## Timeliness Study

**Table 1: 2010 Average Hold times**

Part C	40 seconds
Part D	36 seconds
Pharmacy Help Desks – MA-PDs	39 seconds
Pharmacy Help Desks – PDPs	50 seconds

# 2010 Results

## Timeliness Study

**Table 2: 2010 Average Disconnect Rates**

Part C	1.3%
Part D	0.9%
Pharmacy Help Desks	0.8%

# 2010 Results

## Accuracy & Accessibility Study

**Table 3: Information Accuracy**

Part C	91%
Part D	75%

# 2010 Results

## Accuracy & Accessibility Study

- Part C Areas for Improvement
  - When beneficiaries need referrals
  - Can not use Medigap to pay for out-of-pocket costs

# 2010 Results

## Accuracy & Accessibility Study

- Part D Areas for Improvement
  - Medication Therapy Management program
  - Best Available Evidence for Low Income Subsidy (LIS)
  - Drug coverage in the gap

# 2010 Results

## Accuracy & Accessibility Study

**Table 4: Information Accuracy by Language and TTY**

	English	Foreign Languages	TTY
Part C	93%	89%	90%
Part D	77%	74%	74%

# 2010 Results

## Accuracy & Accessibility Study

**Table 5: Interpreter Availability**

	2010	2009
Part C	74 <sup>0</sup> %	66%
Part D	75 <sup>0</sup> %	60%

# 2010 Results

## Accuracy & Accessibility Study

### Table 6: Foreign Language Calls that Reached CSR but not an Interpreter

	2010	2009
Part C	87%	85%
Part D	88%	83%

# 2010 Results

## Accuracy & Accessibility Study

- Average Hold Time for Interpreter
  - Part C & D results identical: 76 seconds

# 2010 Results

## Accuracy & Accessibility Study

**Table 7: TTY Functionality**

	2010	2009
Part C	43%	28%
Part D	42%	25%

# 2010 Results

## Accuracy & Accessibility Study

- Average Hold Time for TTY operator
  - Part C – 2 minutes 19 seconds
  - Part D – 2 minutes 27 seconds

# Next Steps for Plan Sponsors

- Ensure phone numbers are correct in HPMS for 2011
- Train CSRs how to connect with interpreters
- Create staffing plan for TTY machines
- Tell new employees about CMS study
- Watch for the 2011 monitoring memo

# Resources

- 42 C.F.R. § 423.128(d)(1)
- Medicare Marketing Guidelines 6/2010
- HPMS Memos
  - 11/18/2009
  - 12/19/2008
  - 1/2/2008

# Contact Information

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