

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 ⁰ % | 66% |
| Part D | 75 ⁰ % | 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

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