



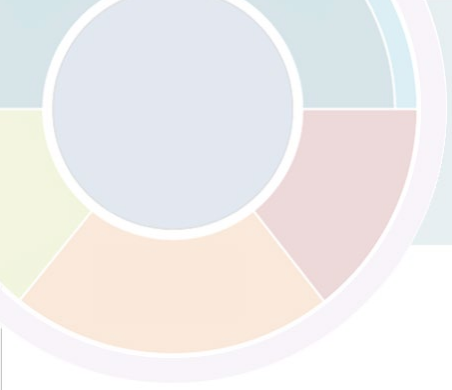
# Primary Care First

*Foster Independence. Reward Outcomes.*

## Patient Experience of Care (PEC) Survey Vendor Update Training

**March 2023**

*Center for Medicare & Medicaid Innovation*



# Welcome and Overview of PCF PEC Survey Vendor Update Training



# Welcome and Overview

## *Training Session Logistics and Reminders*

- Attendees must remain connected via web and telephone/VoIP
- If you get disconnected or have technical problems, send a message via the “Q&A” web panel or call:

**1-833-997-2715**

- Your telephone will be muted during the presentation
- If you have questions, please hold them until the Q&A session at the end of the webinar
- Before the Q&A session, we will explain what you need to do to ask a question
- Throughout training, please note key dates and details pertinent to the PY 2023 Performance Year



# Welcome and Overview

## *Reminder: Introduction to PCF PEC Survey Self-Paced Training*

**PCF PEC Survey Vendor Intro Training is a self-paced webinar recording**

### **Who is required to take the Introduction Training?**

**New vendor applicants** (and any subcontractors) are required to complete the self-paced Introduction to PCF PEC Survey training and complete a certification

**New staff from approved survey vendors** are strongly encouraged to complete the self-paced training. No certification is required for approved vendors

### **Key staff that should complete the training include:**

- Survey Administrator
- Project Manager
- Mail Center Supervisor
- Call Center Supervisor
- Project Staff Member(s) responsible for the following functions:
  - Decrypting the sample file and performing sample file quality checks
  - Programming the CATI script
  - Preparing and submitting the survey



# Welcome and Overview

## *Who is required to attend this Update Training?*

**This PCF PEC Survey Vendor Update Training is for returning approved vendor staff only**

### **Who is required to attend today's training?**

#### **Returning approved vendor key staff, including:**

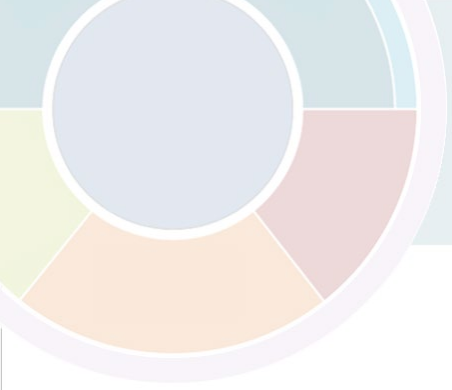
- Survey Administrator
- Project Manager
- Mail Center Supervisor
- Call Center Supervisor
- Project Staff Member(s) responsible for the following functions:
  - Decrypting the sample file and performing sample file quality checks
  - Programming the CATI script
  - Preparing and submitting the survey



# Welcome and Overview

## Agenda

- 1) Improvements Made in PY 2022
- 2) PY 2023 Survey Schedule
- 3) What's New or Different for PY 2023?
  - a) Vendor Authorization
  - b) Survey Materials
  - c) Optional ERF: Interview Duration
  - d) QAP Submission and Oversight
  - e) PEC Survey Report Release Date
- 4) Review of PY 2022 Vendor Oversight Activities
- 5) PEC Survey Results and Reporting
- 6) Supporting Target Response Rates
- 7) Common Practice Q&As Related to the PEC Survey



Section 1

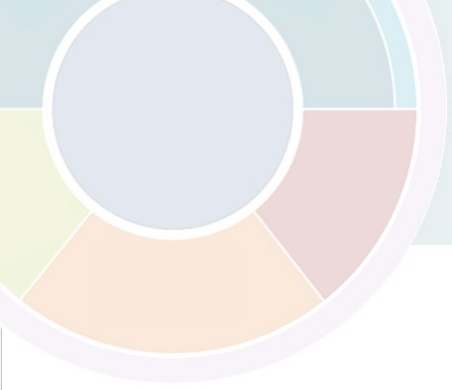
# Improvements Made in PY 2022



# Improvements Made in PY 2022

- Updates to Patient Roster Materials
  - Added specific billing codes to identify types of visits for inclusion on the roster
  - Expanded on the proper use of the Do Not Contact label
  - Enhanced explanation of why we need good contact information and how it directly ties to PEC Survey response rates
  - Added specific FAQs in roster user guide explaining not to include patients only seen for COVID testing or vaccine clinics
  - Provided an FAQ for patients with HIPAA concerns
- Better guidelines for practices on how to communicate with their patients about the PCF PEC Survey
  - Displaying the survey poster
  - Displaying the waiting room FAQs
  - Responding to questions about the survey
  - Sending CMS-approved patient portal message
- Published PCF PEC Survey Fact Sheet for Practices



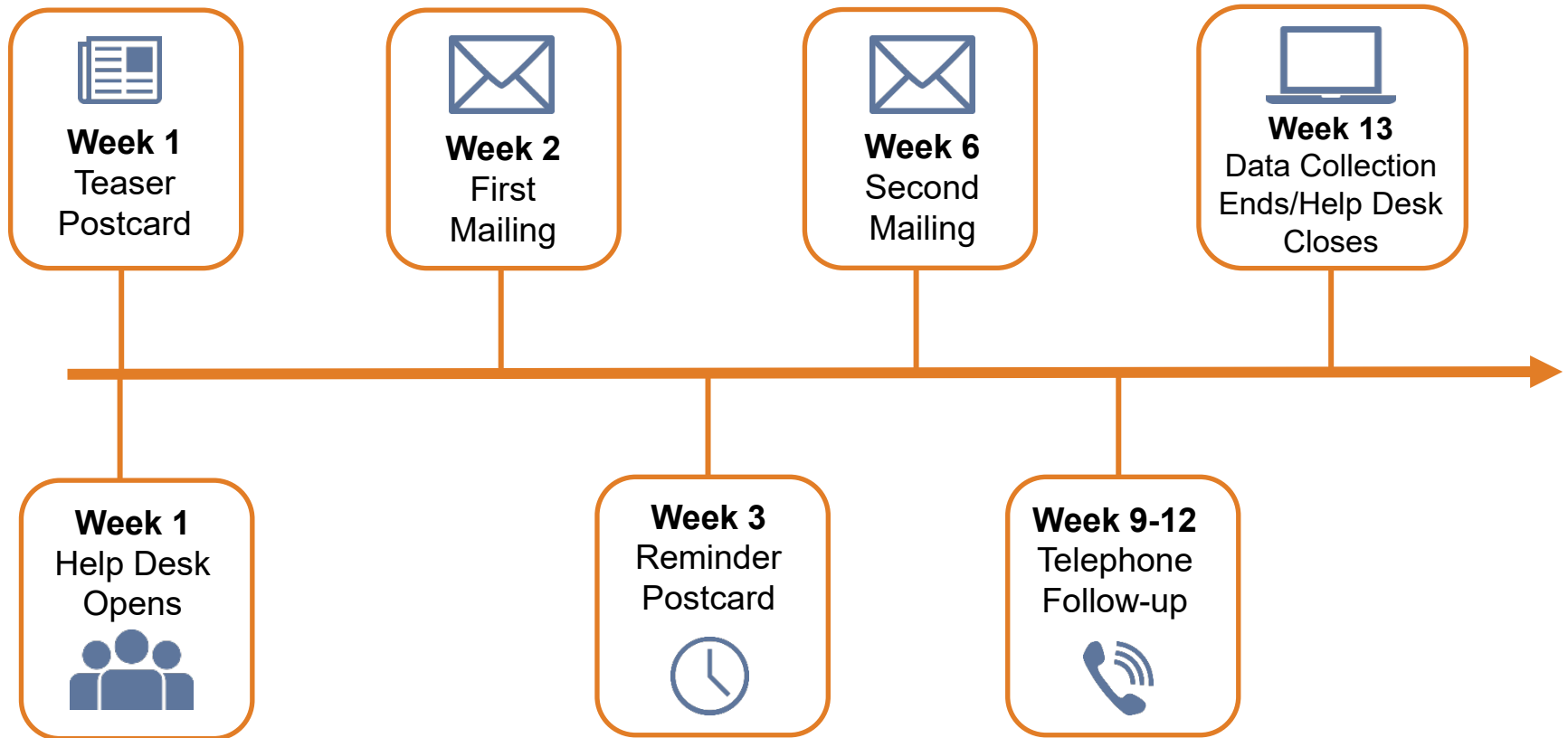


Section 2

# PY 2023 PEC Survey Schedule

# PY 2023 PEC Survey Schedule

## *PY 2023 Data Collection Schedule*





# PY 2023 PEC Survey Schedule

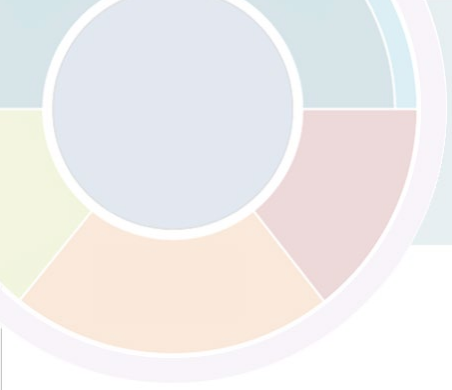
Activity	Date(s)
<b>Vendor Application, Approval and Authorization</b>	
Survey vendor application period	01/03/23 – 02/03/23
Introduction to PCF PECS Training for Vendors self-paced webinar (for conditionally approved vendors)	03/06/23 – 03/10/23
PCF PEC Survey Vendor Update Training webinar (for fully approved vendors)	03/08/23
Deadline for conditionally approved vendors to complete training certification exam	03/10/23
Updated vendor list with conditionally approved vendors is available on PCF PECS website and PCF Connect	03/17/23
Vendors submit Quality Assurance Plans (QAPs)	03/10/23 – 05/19/23
Practices authorize a vendor for the PY23 PEC Survey	03/20/23 – 06/30/23
Final vendor list is available on PCF PECS website and PCF Connect with list of fully approved vendors	05/19/23



# PY 2023 PEC Survey Schedule cont'd

Activity	Date(s)
<b>Patient Roster Submission and Sampling</b>	
Patient roster submission open for practices	05/15/23 – 06/30/23
Sample files are posted to PCF PEC Survey website for vendors	09/11/23 – 09/14/23
Survey vendors conduct batch tracing and print survey materials	09/11/23 – 09/24/23
<b>Patient Data Collection by Survey Vendors</b>	
Teaser postcard mailing	09/25/23
Help Desk opens	09/26/23
1st Questionnaire mailing	10/02/23
Reminder/Thank you postcard mailing	10/09/23
2nd Questionnaire mailing	10/30/23
CATI non-response follow up	11/20/23
Data Collection ends/Help Desk closes	12/17/23
<b>Data Submission</b>	
1st interim data submission due from vendors	10/23/23
2nd interim data submission due from vendors	11/28/23
Final data submission due from vendors	01/16/24





Section 3

# What's New or Different for PY 2023?



# What's New or Different for PY 2023? (1 of 2)

- Updated language around vendor authorization
  - Practices only need to update authorization if they are switching vendors
- Updated cover letters, envelopes and postcards to include DHHS letterhead and signature block
  - Prohibit changes to text, letterhead, or signature field by vendors
  - Letter templates with CMS signatory will be distributed to approved vendors
- Updated CATI intro scripts regarding number of participating practices/payers
- Vendors may submit an Exceptions Request Form to modify interview duration time in CATI script
  - Must include average interview duration times based on previous performance years

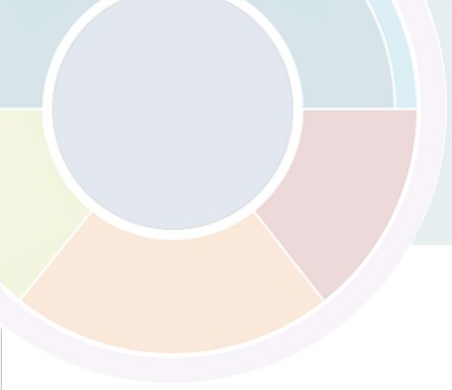
***See “Updates in This Release” in the QAG for a full list of updates.***



# What's New or Different for PY 2023? (*cont'd, 2 of 2*)

- Updated QAP submission guidelines
  - Embedded documents are prohibited
  - Provided a list of items that may be included in QAP materials submission
  - Vendors are permitted to submit a CATI test link to satisfy programming review requirement
- Vendors may be required to submit CATI test links and/or print proofs if issues are found during QAP review
- PEC Survey Supplemental Report release date
  - Now in Q2, starting in PY 2023

***See “Updates in This Release” in the QAG for a full list of updates.***



Section 3a

# Vendor Authorization





# Vendor Authorization

## *Vendor Authorization Process (1 of 4)*

- The vendor authorization window will be open from March 20 – June 30, 2023
- The following language will be shared with practices:
  - “If your practice will continue to use the same survey vendor that was used to administer the PY 2022 PEC Survey, you do not need to update the online vendor authorization form. However, you must update the online vendor authorization form if either of the following apply:
    - Your practice is participating in the PCF PEC Survey for the first time in PY 2023; or
    - Your practice is switching to a different survey vendor to administer the PY 2023 PCF PEC Survey
- No new vendors will be added to the approved vendor list in PY 2023

# Vendor Authorization

## Vendor Authorization Process (cont'd, 2 of 4)

### Select Practice Site

In this step, check the box by each practice site to which this authorization or change applies. Click the box in the top row of the grid if this action applies to all of the practice sites listed in the grid.

Practice sites with questions should contact their survey vendor or PCF Support by email at [PCFSupport@telligen.com](mailto:PCFSupport@telligen.com) or by phone at 1-888-517-7753.

<input type="checkbox"/>	Practice Site ID	Practice Name	Current Authorized Vendor	Current Start Period	New Authorized Vendor	New Start Period
<input type="checkbox"/>	ZZ9918	Best Doctors	Main Street Survey Shop	PY2022 Survey		
<input type="checkbox"/>	ZZ9919	Brilliant Doctors	Emily Org	PY2022 Survey		
<input type="checkbox"/>	ZZ9933	City of Angels Office	Main Str			
<input type="checkbox"/>	ZZ9930	City of Big Shoulders Practice	Main Str			
<input type="checkbox"/>	ZZ9920	Creative Practice	Main Str			
<input type="checkbox"/>	ZZ9901	Next Best	Main Str			
<input type="checkbox"/>	ZZ9932	Northeast Office	Main Str			
<input type="checkbox"/>	ZZ9900	PCF's Best	Main Str			
<input type="checkbox"/>	ZZ9936	Practice C	Main Str			
<input checked="" type="checkbox"/>	ZZ9937	Practice D				
<input type="checkbox"/>	ZZ9938	Practice E				
<input type="checkbox"/>	ZZ9939	Practice F				
<input type="checkbox"/>	ZZ9931	Windy City Practice	Main Street Survey Shop	PY2022 Survey		

### Vendor Authorization

**IMPORTANT:** Authorizing a vendor on the PCF PEC Survey website is a separate step that practices must take AFTER entering a formal written contract and signing a Business Associate Agreement with an approved PCF PEC Survey vendor for services. If you have not yet completed that step, please select **Cancel** and contact your vendor.

OK Cancel

Note: By checking the box you are attesting that your practice(s) has an active business associate agreement (BAA) with your chosen vendor(s). CMS is unable to provide a sample to your vendor(s) without a properly executed BAA in place. If at any time a practice site changes survey vendors, please submit a new attestation confirming that the practice site has an active BAA with its new survey vendor.

More information about Business Associates can be found [here](#). For more information about this requirement, please see Section 3.4.6. of the Quality Assurance Guidelines.

I attest that each practice I selected above has an existing Business Associate Agreement (BAA) with my chosen vendor(s).

Save Checked Authorizations



# Vendor Authorization

## *Vendor Authorization Process (cont'd, 3 of 4)*

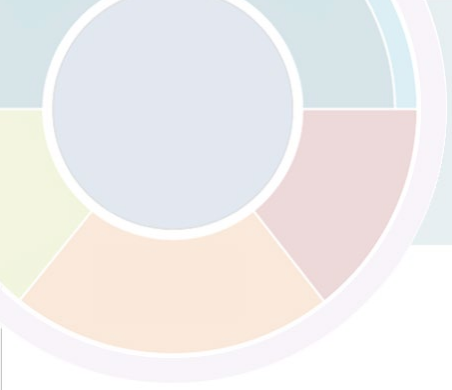
- Practices can now update their Vendor Authorization ONLY during the window from March-June
- The following language was added for PY 2023:
  - “If a practice decides to switch vendors, they may do so during the open authorization period (March-June) each year. To switch vendors, the practice should edit their Survey Vendor Authorization on the PCF PEC Survey Web Portal by selecting the new vendor’s name and the survey year this new vendor is authorized to collect and submit data for the practice site. Changes will not be accepted after the deadline has passed and sampling has begun”
- This language has been updated on the PCF PEC Survey Website, communications from the PCF PEC team, and all educational resources for practices



# Vendor Authorization

## *Vendor Authorization Process (cont'd, 4 of 4)*

- Please note that there can still be practices that have a change in model status in Performance Year 2023 and beyond
- Vendors should notify the PCF PEC Survey Team of a practice's change in model status immediately
- Practices should contact PCF Support for guidance
- Practices may choose to continue data collection despite a change in their model status. **Defer to practice instructions about data collection**
- If a practice cancels data collection after the sample has been released and data collection has begun, the PCF PEC Survey Team will provide instruction on how to handle the sample



Section 3b

# Survey Materials



# Survey Materials

## *List of Updated Materials for PY 2023*

**Teaser  
Postcard**

**Cover  
Letters**

**Thank you/  
Reminder  
Postcard**

**Outgoing  
Envelopes**

**CATI Scripts**



# Survey Materials

## *DHHS Logo and CMS Signatory*

- In PY 2023, mail materials will display the DHHS logo and a CMS official signature
- This will replace the vendor's logo and signature from previous performance years
- This change applies to:
  - Cover letters- first and second mailing
  - Teaser postcard
  - Thank You/Reminder postcard
  - Outgoing envelopes- first mailing, second mailing and facility envelope
- For security reasons, official survey materials will be provided to vendors directly via email from The PCF PEC Survey Team

# Survey Materials

## PY 2023 PEC Survey Cover Letter

[DHHS Logo Here]

<<DATE>>  
<<FIRST>> <<LAST>>  
<<STREET 1>>  
<<STREET 2>>  
<<CITY>>, <<STATE>> <<ZIPCODE>>

Dear <<FIRST>> <<LAST>>,

I am writing to ask you to complete the attached Patient Experience of Care Survey. Across the nation, approximately 3,000 primary care providers' offices including your primary care provider's office are working with 22 health insurance partners including your local plans to make health care better and more affordable.

We randomly chose your name from a list of people who received care from your primary care provider's office. Your completed survey provides valuable feedback that your provider's office can use to make improvements to the quality of care you receive.

The survey asks you questions about your health care experience at the practice listed below.

Name of Practice: **practice**

Office Location: **P\_Street\_Address1, P\_Street\_ADDRESS2, P\_CITY, P\_STATE, P\_ZIP\_Code**

This survey is voluntary and takes about 20 minutes. **Your answers are confidential and will not be shared with your provider and will not affect your health care benefits.** If needed, someone like a family member or friend can help you by recording your answers, reading the survey to you, or translating it into your language. However, if you cannot respond because of poor health or cognitive or physical limitations, someone like a family member or friend knowledgeable about your care can take the survey on your behalf.

Thank you for joining thousands of other primary care patients around the United States in taking the time to complete this important survey.

Sincerely,

[PLACEHOLDER FOR NICHOLAS MINTER'S SIGNATURE]

Nicholas Minter

Director, Division of Advanced Primary Care  
Centers for Medicare and Medicaid Services  
Department of Health and Human Services

For more information:

toll-free:

[INSERT VENDOR HELPDESK NUMBER HERE]

[INSERT HELPDESK EMAIL HERE]

Para ver esta carta en español, de vuelta a la página.





# Survey Materials

## *PY 2023 Postcards and Envelopes*

- The postcards and outgoing envelopes are also available for download for formatting purposes on the PEC Survey website. However, no text, image, or logos may be altered, added or removed except as follows:
  - Vendors must insert their own Help Desk email address and toll-free number
  - Vendors should use their own mailing address
  - Outgoing envelopes must include the DHHS logo and the vendor's return address or the mail processing subcontractor's return address if applicable
- The vendor's logo should not appear on the envelope
- The PCF PEC Survey Team provides a copy of the DHHS logo to all approved PCF PEC Survey vendors
- Vendors may not alter the DHHS logo



# Survey Materials

## *PY 2023 CATI Script Updates*

### INTRO1

I am calling today to ask you to take part in the Patient Experience of Care Survey for [PRACTICE]. Your health care provider's office, [PRACTICE] has joined a program **along with approximately 3,000 other practices across the nation** to learn how they can improve the experience and health of their patients.

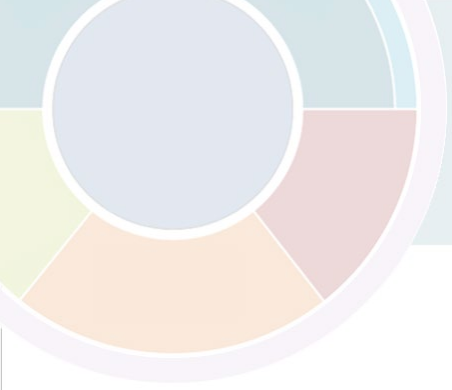
This program is run by the U.S. Department of Health & Human Services **in partnership with 22 other insurance companies.**



# Survey Materials

## *Reminder: Voicemail Script*

- We received feedback that some interviewers were getting cut off when trying to leave a voicemail for respondents
- Reminder that the voicemail script provided is a ***recommended*** script, and can be altered slightly
- The voicemail script should be included in QAP material submission and will be reviewed by the PCF PEC Survey Team for approval



Section 3c

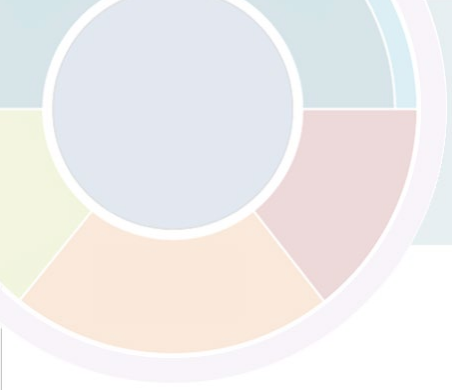
# Optional ERF: Interview Duration





## Optional ERF: Interview Duration

- Beginning in PY 2022, some vendors submitted Exceptions Request Forms to change the estimated interview duration in the CATI script from 20 minutes to a shorter time
- Providing a more accurate administration time may help encourage potential respondents to participate in the PCF PEC Survey
- Vendors must include documentation from the previous year's data collection demonstrating that they were able to administer the survey in less than 20 minutes
- Please note that exceptions will only be approved with proper documentation and only for that performance year
- The shorter time will be noted in the cover letter and CATI intro script
- **Vendors with an approved ERF for PY 2022 will still need to submit a new ERF for PY 2023**



Section 3d

# QAP Submission and Oversight



# QAP Submission and Oversight

## *QAP Submission Timeline: Returning Vendors*



Quality Assurance Plan updates for returning vendors are due on **March 17, 2023**

All updates should be made in **tracked changes**



The PCF PEC Survey Team will review QAPs and provide feedback to returning vendors no later than **March 31, 2023**

Returning vendors will resubmit QAPs with revisions by **April 7, 2023**



Returning vendors resubmit their approved QAP with completed templates of all mail and telephone survey materials by **June 23, 2023**



# QAP Submission and Oversight

## *QAP Submission Requirements*

- Survey vendors may provide screenshots of their programmed CATI surveys **OR** a test link to review the CATI survey
- The use of embedded documents in QAP submissions is prohibited
- The model QAP now includes an example crosswalk of final status codes and more detail about the disaster recovery plan
- Provided a list of items that may be included in QAP materials submission

**See section 10.3 *Quality Assurance Plans* in the Quality Assurance Guidelines for details.**



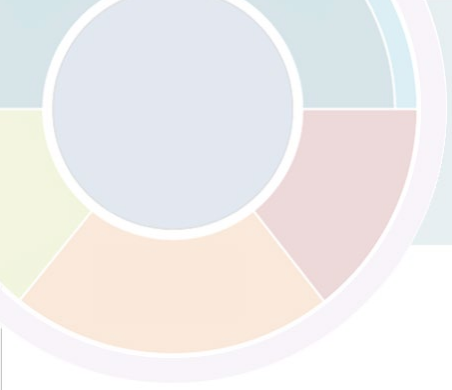


# QAP Submission and Oversight

## *Oversight*

- Vendors may be required to submit test CATI link if issues are found during QAP review
- May also be required to submit print proofs if issues are found with materials during QAP review, or in a previous performance year
- **Submit all QAP updates through Tracked Changes**
- **Ensure that all materials are up to date with the PY 2023 version before submitting**

**See section 10.3.3.3 of the Quality Assurance Guidelines for details.**



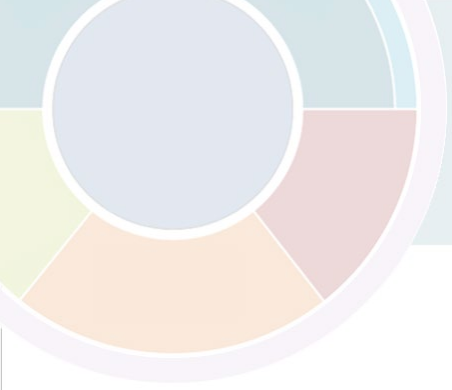
Section 3e

# PEC Survey Report Release Date



# PEC Survey Report Release Date

- The PCF PEC Survey Supplemental Report for PY 2022 will be released to practices from CMS in June
- CMS also provides practices with an on-demand webinar, [Understanding and Using Your PEC Survey Results](#)
- For vendors who provide their practice clients with individual reports, it is recommended to wait until the final data submission has been officially accepted by the PCF PEC Survey Team before releasing any reports to PCF PEC Survey practice sites
- CMS also recommends providing context to practices with their reports:
  - Official PCF PEC Survey Supplemental Reports will be released from CMS in Q2
  - There is no required minimum response rate for scoring
  - Practices are benchmarked against other practices participating in the PCF model
  - The PEC Survey benchmark is calculated concurrently with annual PCF practice performance and based on PCF practice performance
- Reminder: Vendor reports to practice clients must follow all requirements in QAG Section 8.4



Section 4

# Review of PY 2022 Vendor Oversight Activities



# Review of PY 2022 Vendor Oversight Activities

## *Virtual Site Visits*

- Total of 9 site visits conducted across all 6 PY 2022 vendors
- Site Visits focused on oversight of...
  - Overview of PCF PEC Survey Systems
  - Safeguarding Patient Confidentiality and Data Security Procedures
  - File Receipt and Data Processing Procedures
  - Mail Survey Administration, Scanning and Quality Control
  - Phone Survey Process, Administration, Survey Management and Quality Oversight
  - Interim and Final File Preparation and Data Submission
- Each vendor received a Site Visit Summary Report following their visit
- **Overall, site visits showed that vendors were implementing the PCF PEC Survey correctly and successfully for PY 2022**
- **CMS and RTI thank you for successful PY 2022 site visits!**

# Review of PY 2022 Vendor Oversight Activities

## *Common Issues Identified During Site Visits*



### **Mailing QC**

Vendors should take steps to improve quality controls for inspecting printed mail pieces. PY 2022 saw several quality issues with the seeded mailings



### **Data Transfer**

Vendors should remove data from their secure FTP website promptly

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## **Common Issues**

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### **Undeliverable Mail**

Vendors should be reviewing undeliverable mail for any messages affixed by the US Postal Service. Sample records should be updated accordingly with new addresses or final status updates



### **Help Desk**

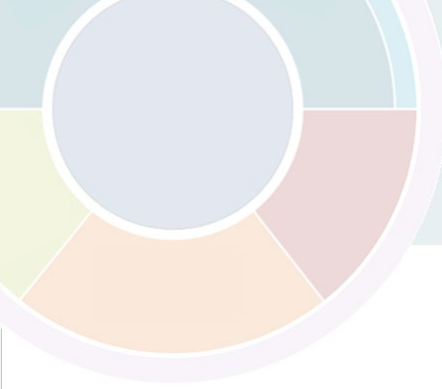
Vendors should make efforts to complete help desk calls on the initial call, rather than scheduling a call back. Scheduling a call back introduces the risk of not being able to reach the respondent again



# Review of PY 2022 Vendor Oversight Activities

## *Interviewer Monitoring*

- Total of 12 interviewer monitoring sessions conducted during the CATI follow-up period across all 6 PY 2022 vendors
- Interviewer monitoring focused on evaluating interviewers based on...
  - Politeness to the respondent
  - Voice clarity
  - Proper use of FAQs to answer questions
  - Accuracy in reading questions on the interview
  - Appropriate speed
  - Proper interviewing procedures
- Each vendor received an email summary with high-level feedback following their monitoring session(s)
- **Overall, interviewer monitoring showed that vendors were implementing the CATI follow-up portion of the PCF PEC Survey correctly and successfully for PY 2022**



# Review of PY 2022 Vendor Oversight Activities *Common Issues Identified During Interviewer Monitoring (1 of 2)*

**See the Telephone Interviewing Guidelines for guidance**

- **Setting Callbacks**
  - Interviewers should ask for the best day and time for the callback
- **Reading Verbatim**
  - Interviewers must read the interview questions verbatim, and survey questions in sentence case must be read out loud
  - Interviewers cannot enter an answer for the respondent even if they think they know the answer based on earlier responses





# Oversight Activities *Common Issues* *Identified During Interviewer Monitoring* *(cont'd, 2 of 2)*

- Q62 of the PCF PEC Survey asks, “What is [your/the patient’s] race? I will read a list of options. You may choose one or more”

## Interviewers Should:

- Pause briefly. Some patients may want to respond to each item individually
- Read all response categories. If patient interrupts, briefly explain that all answer choices must be read before coding a response

## Interviewers Should **Not**:

- Push or probe respondents to answer yes or no after each response option
- *Note:* If the patient does not provide a yes/no response after an option is read, the interviewer can move to the next one

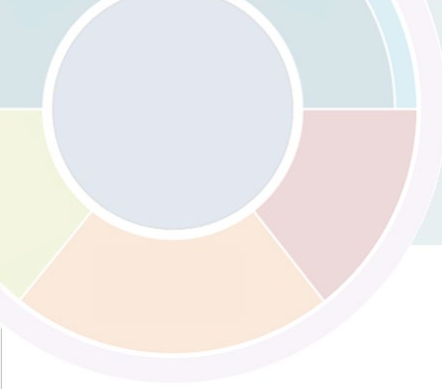


# Review of PY 2022 Vendor Oversight Activities

## *Interviewer Monitoring Documentation*

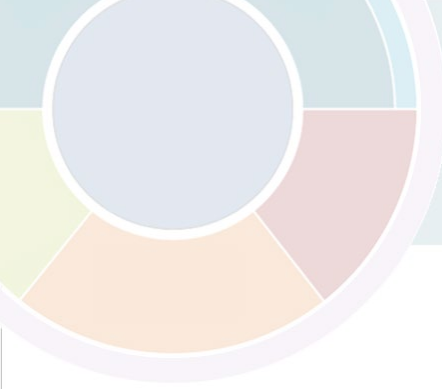
**Interviewer Monitoring Documentation was due January 31, 2023**

- Vendors submit interviewer monitoring documentation by January 31 following each year's data collection
- Interviewer monitoring documentation may be submitted as monitoring logs, individual monitoring sheets, or system-generated reports showing the number of calls monitored by the vendor during the field period
- Monitoring documentation must include the following:
  - Date of the monitoring session,
  - Monitor's name or ID number,
  - Number of calls monitored per session



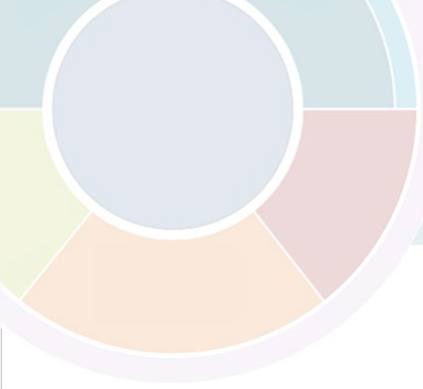
# Review of PY 2022 Vendor Oversight Activities *Common Issues Identified in Monitoring Documentation*

- Automatic Call Dispositioning
  - Vendors must monitor at least 10% of all **interviewer-conducted** calls
  - Vendors using automatic call dispositioning may have some calls that are assigned a call outcome by the dialer and as such cannot be monitored
- Maintaining proper documentation
  - Vendors must maintain proper documentation of all monitored calls
- Monitoring all types of calls
  - Vendors must monitor at least 10% of all call types, including no answers and disconnects



# Review of PY 2022 Vendor Oversight Activities *Common Issues in Interim Data Submissions (1 of 2)*

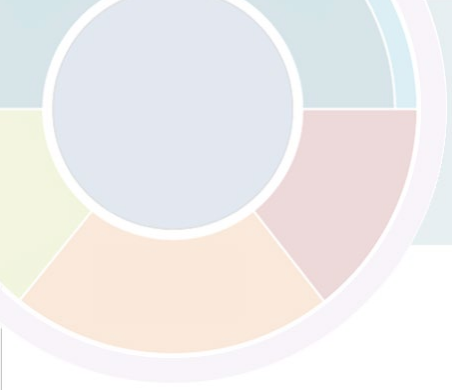
- Cases with a completion date but no patient data
  - Surveys that have not been completed should be given a completion date of "88888888"
- Completeness criteria: when to code as a complete
  - Refer to section 6.3.1 in the QAG for definitions of complete and partial complete surveys
- Use of 190 – Did Not Receive Care at Practice
  - Only used if a patient responds "No" to Q1 or 0 to Q3
- Use of 270 – Pending until all contact attempts are made
  - Use 210 – Incomplete only in final data submission
- Survey language when no patient data is present
  - Should be marked as "X"



# Review of PY 2022 Vendor Oversight Activities

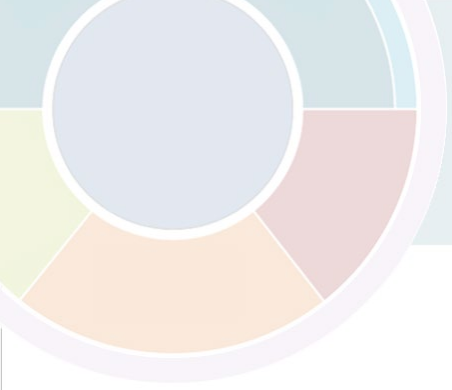
## *Common Issues in Interim Data Submissions (cont'd, 2 of 2)*

- Do not code cases as 240 (Wrong/Disconnected Phone) without first attempting to get a good phone number and placing calls to that number
- If Q63 (the CATI proxy) is coded as an '86' (CATI, no proxy), this counts as an Applies to All (ATA) question. Some vendors forgot to count this as an ATA question, and it did affect the completeness criteria of some cases. **See *Exhibit 6-1* in the Quality Assurance Guidelines for a full list of questions with completeness criteria.**
- Vendors should retain internal documentation on all cases coded as 190 - Ineligible for future reference if necessary



# 5 Minute Break

Please do NOT leave the webinar during the break.

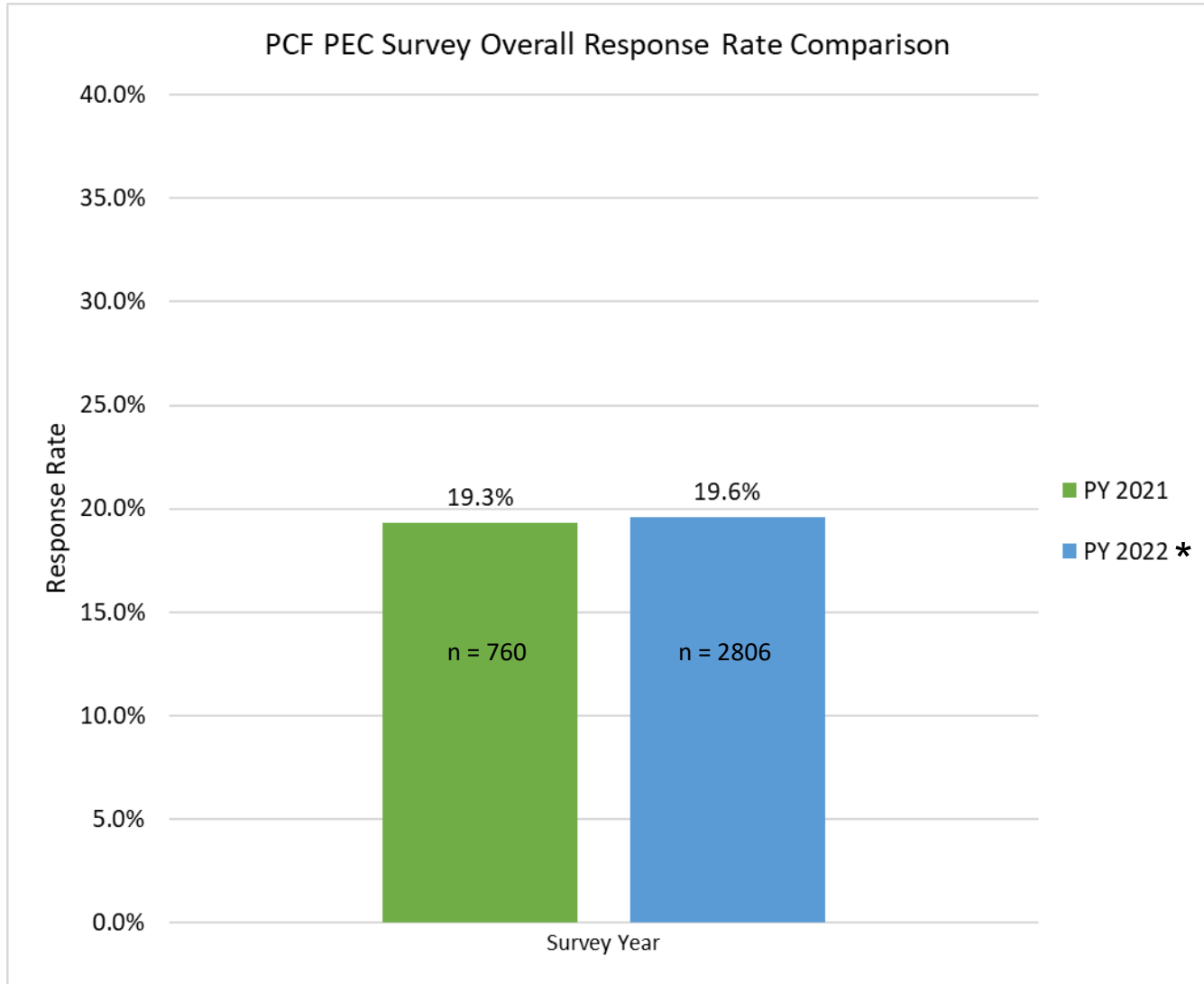
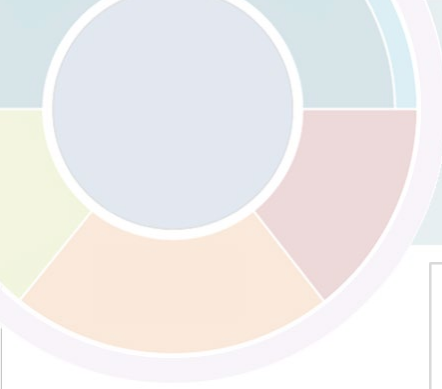


Section 5

# PEC Survey Results and Reporting

# PEC Survey Results and Reporting

## *PY 2021 vs PY 2022 Response Rates*



\* Based on preliminary results from PY 2022







# PEC Survey Results and Reporting

## *PEC Survey Benchmarks*

### PEC Survey Summary Score Calculation

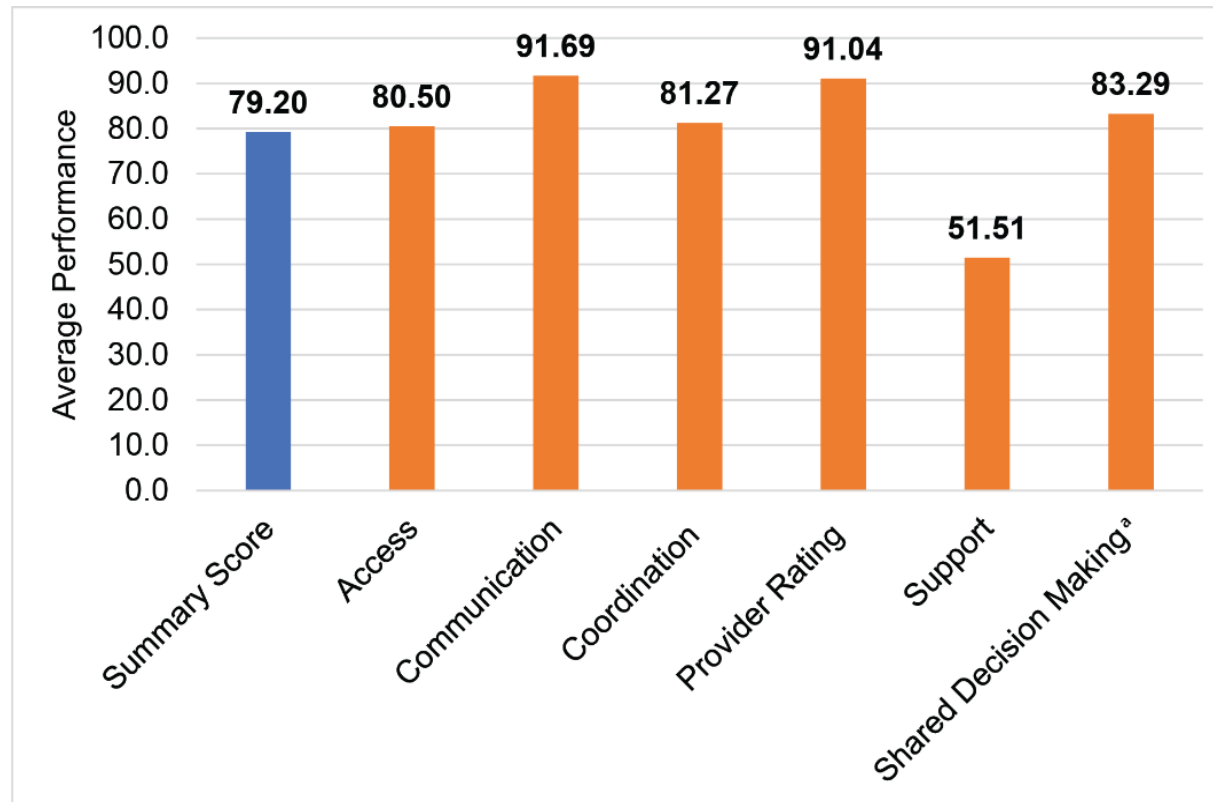
$$PEC\ Survey\ Summary\ Score = \frac{(Access + Communication + Coordination + Support + Rating)}{5}$$

- Practices are benchmarked against other practices participating in the PCF model. The benchmark only applies to the PEC Survey Summary Score
- The 30th percentile benchmark in PY 2021 was 77.52
- For PY 2022, the PEC Survey benchmark will be based on the 30th percentile of 2 years of PCF practice performance (2021 and 2022)
- The PY 2022 benchmark will be announced in the Spring of 2023
- No changes were made to PEC Survey scoring for PY 2023

# PEC Survey Results and Reporting

## PEC Survey Reports Summary PY 2021

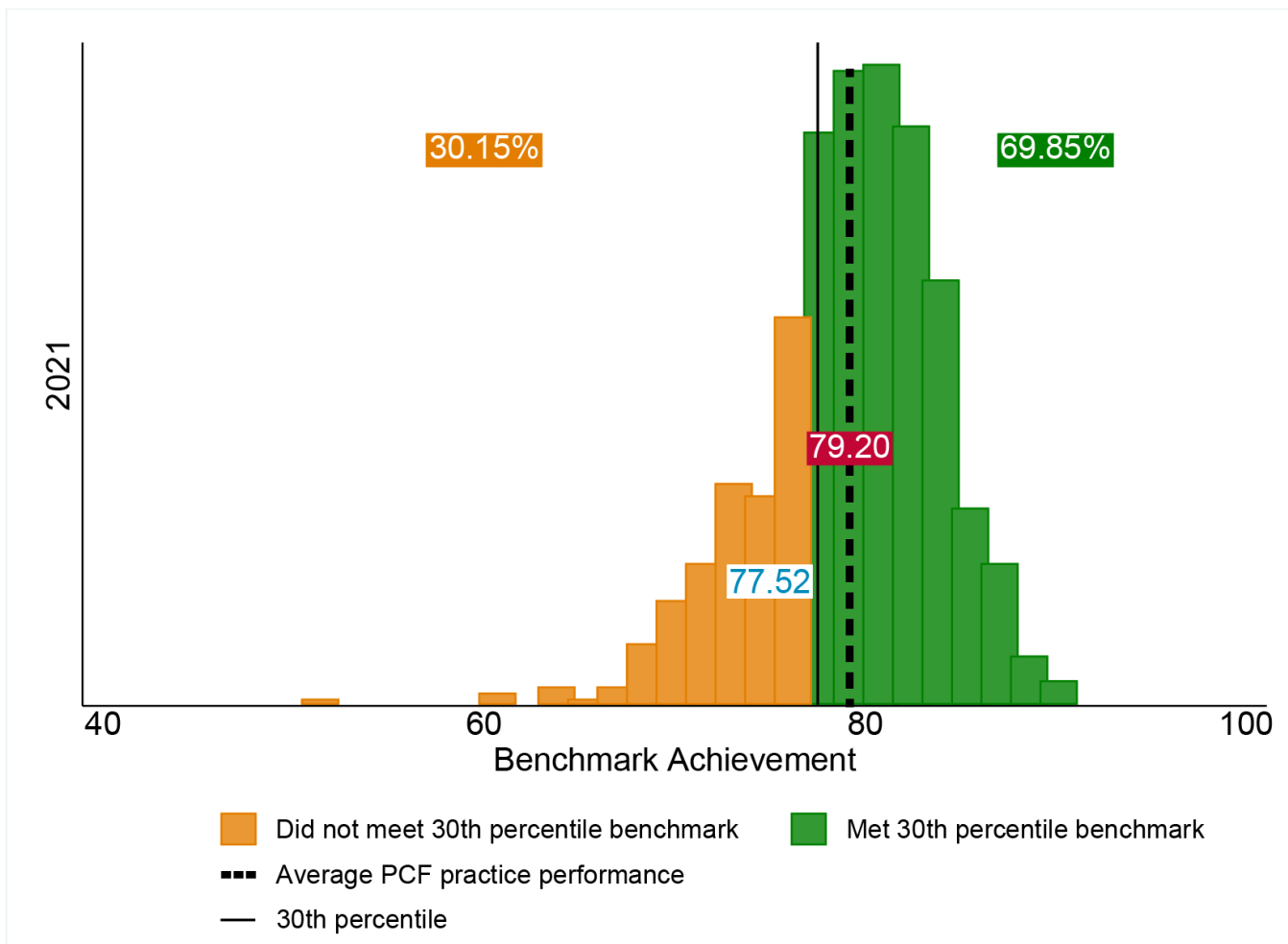
### PEC Survey: PY 2021 Average Performance

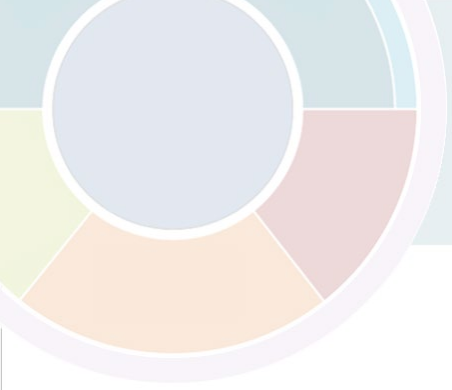


<sup>a</sup> Not included in PEC Summary Score

# PEC Survey Results and Reporting

## PEC Survey Reports Summary PY 2021 (cont'd, 2 of 2)





Section 6

# Supporting Target Response Rates



# Supporting Target Response Rates

## *Supporting Target RRs*

- Survey fatigue during the COVID-19 pandemic may have affected response rates
- Steps built into the PCF PEC Survey protocol to support the target response rates:
  - Mailing of Teaser Postcard
  - Voicemails
  - Differentiate Between 1<sup>st</sup> and 2<sup>nd</sup> Mailing
  - DHHS logo and CMS signature on Cover Letter
  - Filling the practice name and address on the survey cover page
  - Residential Care Facility Protocol

# Supporting Target Response Rates

## *Vendor Actions to Increase Response Rates*



Use a name other than “PCF”



Ensure calls are not flagged as spam



Obtain phone numbers



Vary time of day that calls are made



Address standardization/  
forwarding

# Supporting Target Response Rates

## *Engaging Practices*



### Display Poster & Waiting Room FAQs

- Encourage practices to display the poster and FAQs with the Help Desk information in March



### Send Portal Message

- Send a portal message in September
- Suggested language on PCF Connect

## Encouraging Practice Engagement



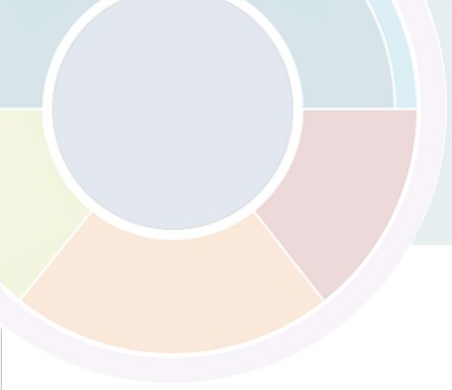
### Confirm Practice Name & Address

- Confirm the practice name and physical address that sampled patients will recognize
- Use that information on mailing materials and in the telephone script



### Identify Residential Care Facilities

- Communicate with practices to properly address patients who live in residential care facilities



Section 7

# Common Practice Q&As







# Common Practice Q&As

## *Common Questions from Practices*

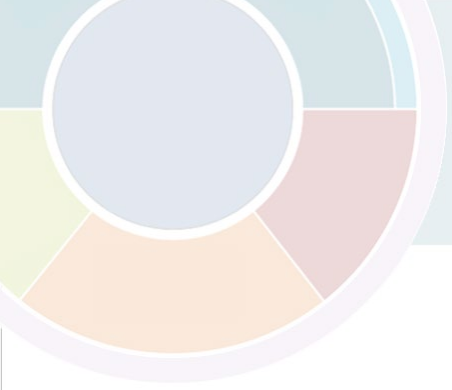
- Practices had questions about the timing of data collection, including...
  - Inquiring about the start of and major milestones during data collection
  - Confirming whether mail surveys had been sent to their patients



# Common Practice Q&As

## *Common Questions from Practices (cont'd, 2 of 2)*

- Practices had questions about next steps after contracting with a survey vendor, including...
  - How to authorize a survey vendor
  - Inquiring whether practices should submit BAAs this Performance Year and where to send them
  - Whether BAAs are required each year
  - How to attest to their BAA
  - *Note:* please be clear what forms are required as part of your onboarding process so that practices know to contact you, not PCF Support, with questions



## Q&A

Please **submit questions via the Q&A pod** on the bottom of your screen.

For questions **specific to your organization**, please email PCF PEC Survey Team at [pcfpecs@rti.org](mailto:pcfpecs@rti.org).



## Reminder: QAP Submission

**QAP submission deadline for  
returning vendors:**

**March 17, 2023**

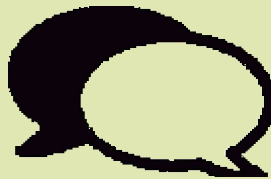
# Questions



[pcfpecs.org](http://pcfpecs.org)



**Toll-Free Number**  
**833-997-2715**



[pcfpecs@rti.org](mailto:pcfpecs@rti.org)



**Quality Assurance**  
**Guidelines**