Centers for Medicare & Medicaid Services

Qualified Health Plan Enrollee Experience Survey (QHP Enrollee Survey) Website
Vendor User Guide

Version 3

March 2025

Table of Contents

Introduction

The Qualified Health Plan Enrollee Experience Survey (QHP Enrollee Survey) website is a secure online website developed by the Centers for Medicare & Medicaid Services (CMS) to support QHP Enrollee Survey operations.

The QHP Enrollee Survey website has three objectives:

- Enable QHP issuers to attest to the survey eligibility criteria or report ineligibility status.
- Enable QHP issuers with eligible reporting units to report survey vendor selection to CMS and confirm sample frame validation.
- Enable QHP survey vendors to securely submit survey data.

All QHP Enrollee Survey vendors are required to sign in to the QHP Enrollee Survey website to perform the following activities by the deadline established by CMS:

- Submit at least one interim data file for testing purposes between April 9–11, 2025.

    - Vendors must submit at least one unencrypted test ZIP file containing files for two reporting units, including at least 100 records across the two reporting units.

    - The test period enables vendors and the QHP Enrollee Survey Project Team to test data submission protocols, confirm appropriate coding of survey variables, and make any necessary adjustments prior to the beginning of the data submission period.

- Submit all final data files between May 9–16, 2025, in accordance with the file specifications provided in the Code and Submit Data section of the *QHP Enrollee Survey: Technical Specifications for 202*5.

    - The final data files must include responses from mail surveys received through May 2, 2025.

    - If vendors are still fielding the survey after May 2, 2025, they must accept and process data for all mail surveys received through the end of the protocol.

- Correct any errors returned by the QHP Enrollee Survey Project Team and submit revised data files between May 19–21, 2025.

Vendors will be notified when registration opens to access the QHP Enrollee Survey website ahead of test data submission.

Existing vendor users will be able to sign into the QHP Enrollee Survey website with their previously registered CMS's Identity Management System (IDM) account.

New vendor users must take the following steps to access the website:

1. Register an account in CMS's Identity Management (IDM) system. For detailed steps on how to register an account, see *Section 1 (QHP Vendors Without an Existing IDM Account: Register a New User Account in CMS's IDM System).*

2. Request the QHP Survey Vendor role. For detailed steps on how to request the Vendor role, see *Section 2 (QHP Vendors Without the QHP Enrollee Survey Role Assigned: Request the QHP Vendor Role).*

- After receiving a confirmation email that the role request is approved, vendors will be able to sign in to the QHP Enrollee Survey website. For steps on how to sign in to the website, see *Section 3* (*All QHP Vendors: Sign In to QHP Enrollee Survey website*).

Vendors can find answers to the commonly asked questions related to account setup, QHP Enrollee Survey website access, or the data submission process on the Frequently Asked Questions (FAQ) page of the QHP Enrollee Survey website. If you cannot find an answer to your question on the FAQ page, please contact the QHP Enrollee Survey Project Team at QHP_Survey@air.org.
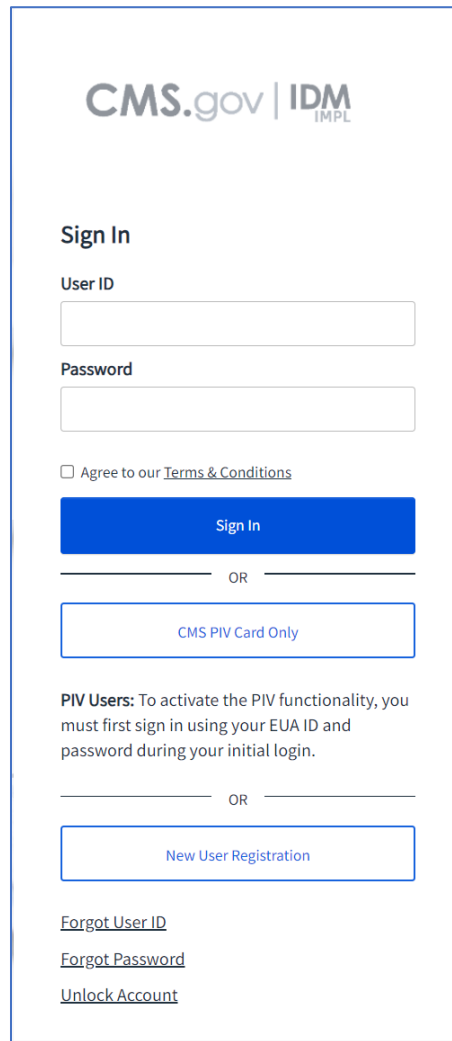
Section 1: QHP Vendors Without an Existing IDM Account – Register a New User Account in CMS's Identity Management (IDM) System

This section provides step-by-step instructions on how to register and create a user ID and password through the CMS IDM system.

Note: If you have registered in the CMS IDM before and already have an existing CMS IDM account, please skip the steps in this section. Do not create a duplicate IDM account.

1. Navigate to https://home.idm.cms.gov/.
   The **Sign In** page (Figure 1) appears.
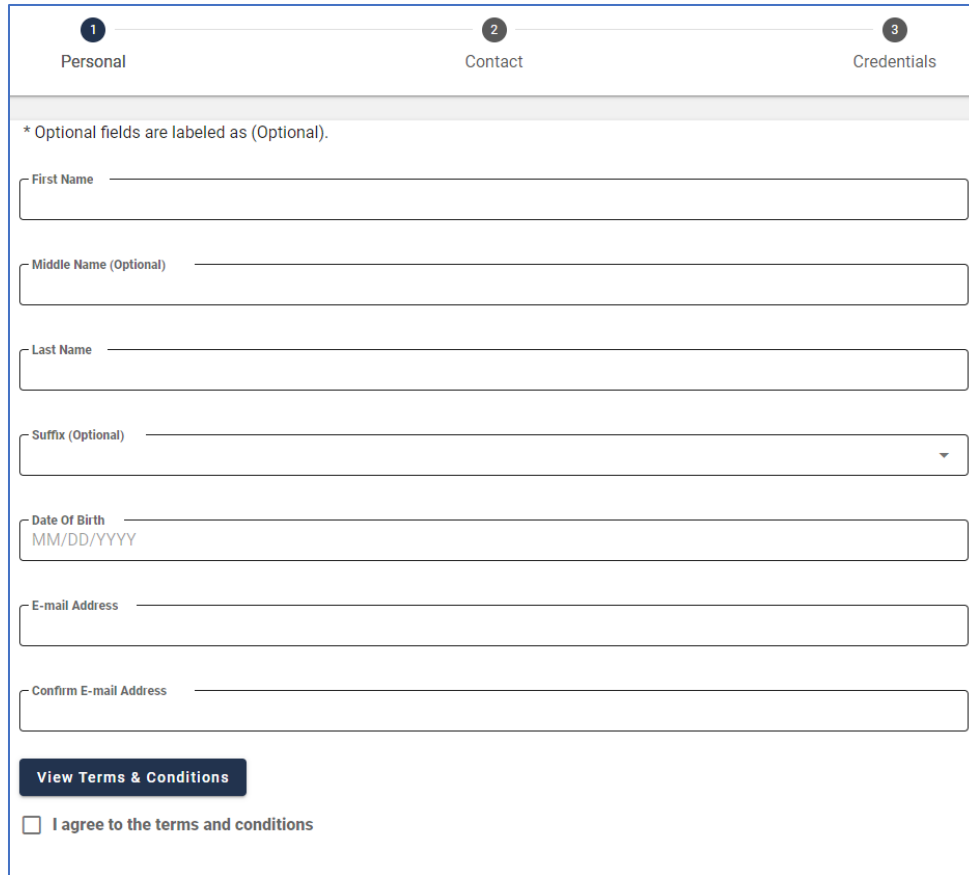
Figure 1: CMS IDM Sign In Page

2. Click the **New User Registration** button.
   The **Personal** tab (Figure 2) of the IDM Self Service registration page appears.

Figure 2: IDM System User Registration Form – Personal Tab

3. Enter the Name, Date of Birth, and E-mail Address information into the respective fields of the IDM system User Registration form. **Please use the e-mail address that was provided to the QHP Project Team ahead of data submission.**

4. Read the IDM system Terms and Conditions, click the checkbox to acknowledge agreement with the Terms and Conditions, and then click the **Next** button.

    The **Contact** tab (Figure 3) of the IDM Self Service registration page appears.

Figure 3: IDM System User Registration Form – Contact Tab

5. If the home address is located inside the US, keep the default "US Address" setting. If the home address is located outside of the United States, click the **Foreign Address** radio button.

6. Enter the Home Address and Phone Number information into the respective fields and then click the **Next** button.

    The **Credentials** tab (Figure 4) of the IDM Self Service registration page appears.

Figure 4: IDM System User Registration Form – Credentials Tab

7. Enter the desired user ID and password into the respective fields of the User registration form.

   Passwords that are used to access the IDM system must conform to the following CMS guidelines:

   - Passwords must be at least 15 characters in length.
   - Passwords must include an uppercase letter.
   - Passwords must include a lowercase letter
   - Passwords must include a number (0 - 9).
   - Passwords must not contain a space.
   - Passwords must not be one of the user's last six passwords.
   - Passwords must not contain parts of the user's First Name, Last Name, or User ID.
   - 24 hours must have elapsed since the last password change.

8. Click the **Security Questions** list box and choose a challenge question from the list that appears.

9. Type the security question answer into the Security Questions **Answer** field.

10. Click the **Submit** button to submit the account registration request.

    The system displays a message that indicates the account was successfully created.

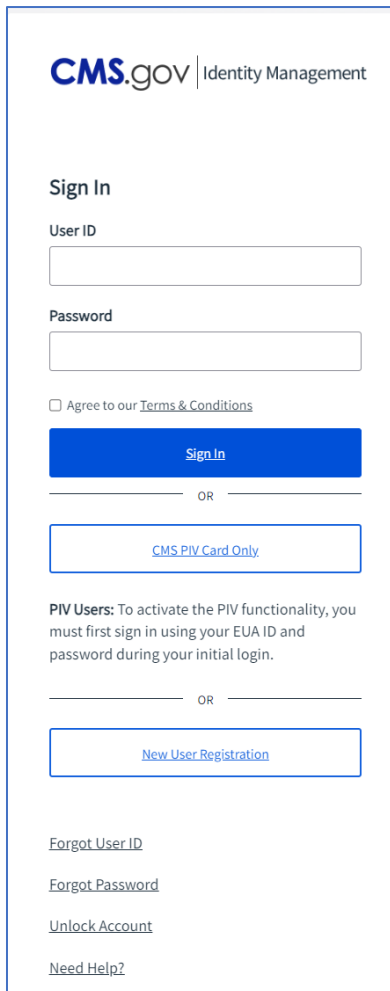# Section 2: QHP Vendors Without the QHP Enrollee Survey Vendor Role Assigned – Request the QHP Vendor Role

To access the Vendor Dashboard on the QHP Enrollee Survey website to upload data, vendors must request the "QHP Survey Vendor" role by signing into the CMS IDM system.

Note: If you already have the "QHP Survey Vendor" role and have signed in to the QHP Enrollee Survey website before, please skip the steps in this section. To check if you already have the Vendor role, sign in to CMS IDM, and click on the **Manage My Roles** button located on the IDM Self-Service dashboard to view your assigned roles and to verify that you have the "QHP Survey Vendor" role.

This section provides the steps that users must follow to sign into the IDM system to request the QHP Enrollee Survey Vendor role.

1. Navigate to https://home.idm.cms.gov/.
   The **Sign In** page (Figure 5) appears.

Figure 5: CMS IDM Sign In Page

2. Enter the user ID and password, created while registering an account, into the respective fields.

3. Read the Terms & Conditions, click the check box to acknowledge agreement, and then click the **Sign In** button.

4. In the Verify with Email Authentication window (Figure 6) that appears, if you have multiple registered Multi-factor Authentication (MFA) devices, select an MFA factor by clicking on the drop-down arrow next to the mail icon.
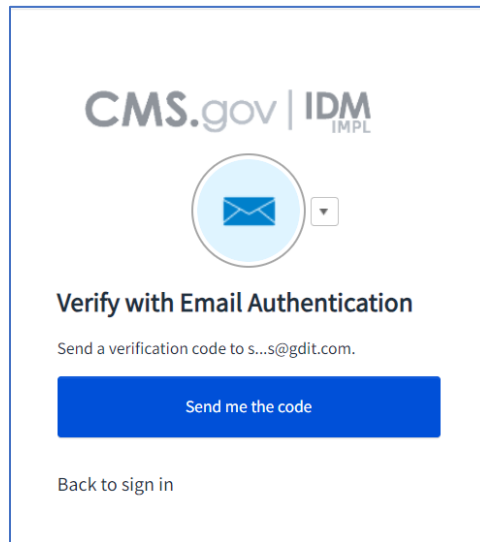

Figure 6: Verification Code Request

Note: All users who sign in to CMS IDM for the first time after creating an account will be prompted to register at least one MFA device. Users may add multiple MFA devices to their IDM account. Users will be prompted to authenticate with an MFA device that is registered to their account each time they sign into the IDM system.

5. Follow the directions for the chosen MFA factor (MFA device).

6. If you chose email as the authentication factor, click the **Send me the code** button in the Verify with Email Authentication window (Figure 6) to request a one-time verification code via email.

7. Enter the verification code received into the **Verification code** field (Figure 7).
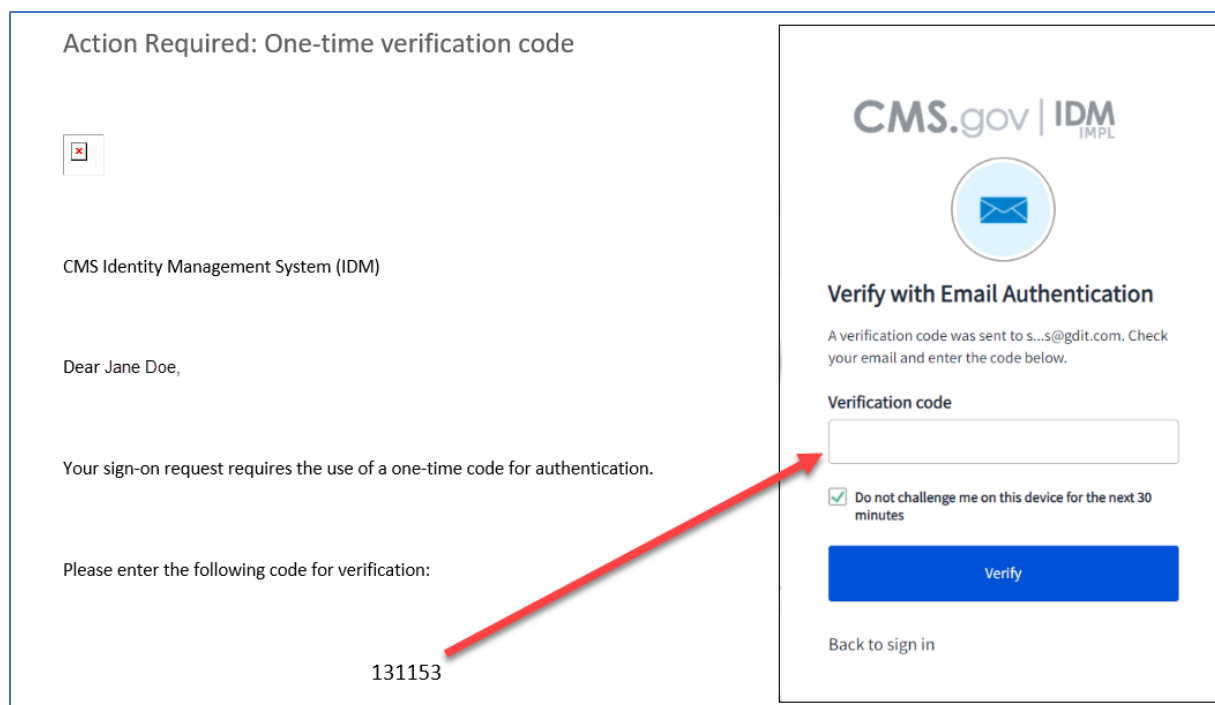
Figure 7: One-time Verification Code Email and the Verification Code Window

8. Click the **Verify** button.

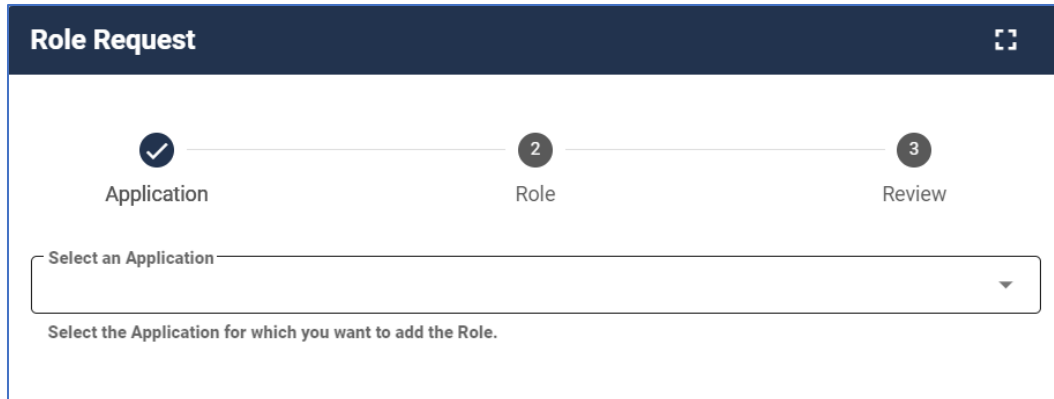   You will be taken to the IDM Self-Service dashboard.
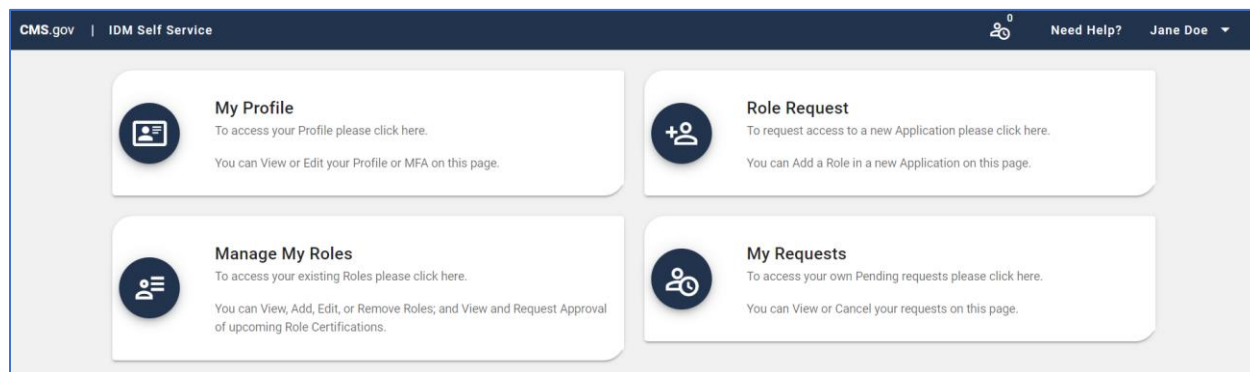
Figure 8: IDM Self Service Dashboard

9. Click on the Role Request button located on the IDM Self-Service dashboard (Figure 8).
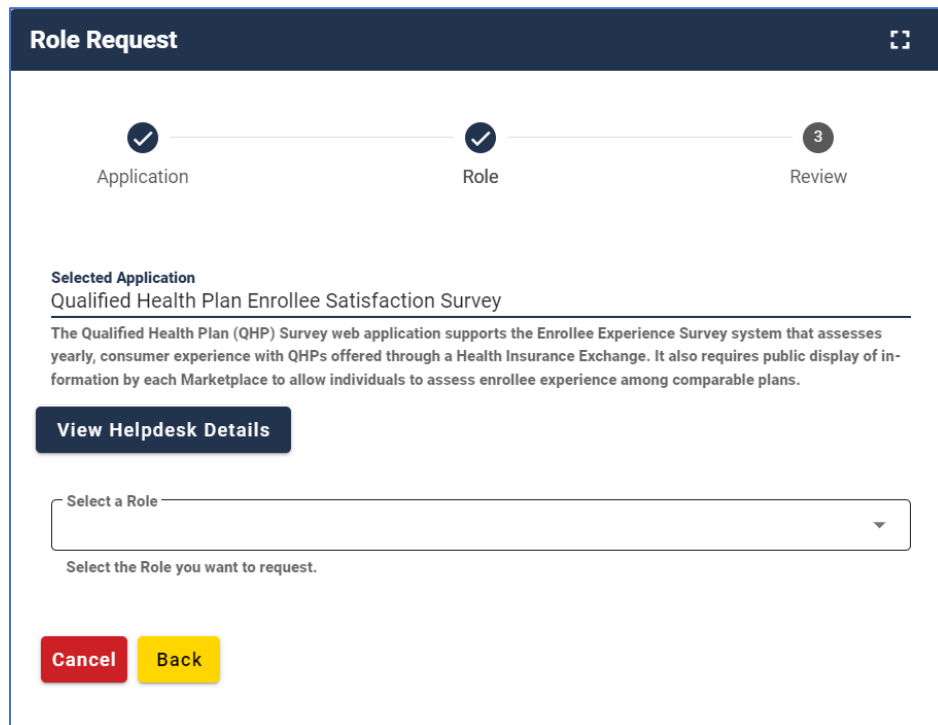
   The **Role Request** window (Figure 9) appears.

Figure 9: Role Request Page

10. From the **Select an Application** drop-down list (Figure 9), select the "Qualified Health Plan Enrollee Satisfaction Survey" application.

11. From the **Select a Role** drop-down list (Figure 10), select the "QHP Survey Vendor" role (Figure 11).

Figure 10: Role Request – Selecting the QHP Application
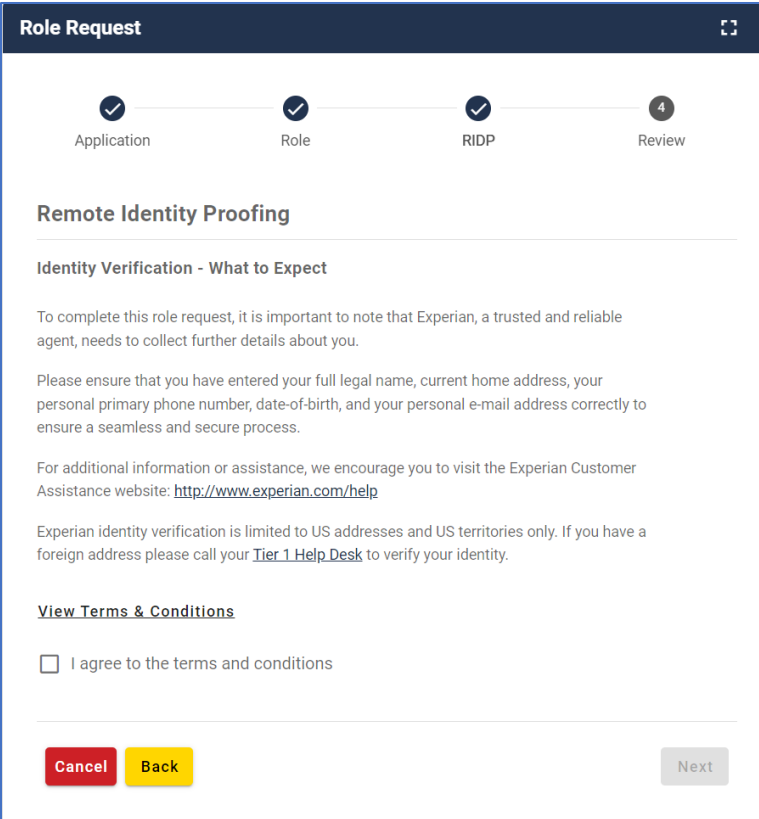
Figure 11: Role Request – Selecting the QHP Issuer Role

Upon selecting the QHP Survey Vendor role, the initial **Remote Identity Proofing (RIDP)** page (Figure 12) will be displayed.

Figure 12: Role Request – Initial RIDP Page

12. Review the **Identity Verification** description statement.

13. Click the **View Terms & Conditions** link and review the RIDP terms and conditions.

14. Click the **I agree to the terms and conditions** check box to acknowledge agreement with the terms and conditions.

15. Click the **Next** button.

The **Identity Verification** form (Figure 13) appears.

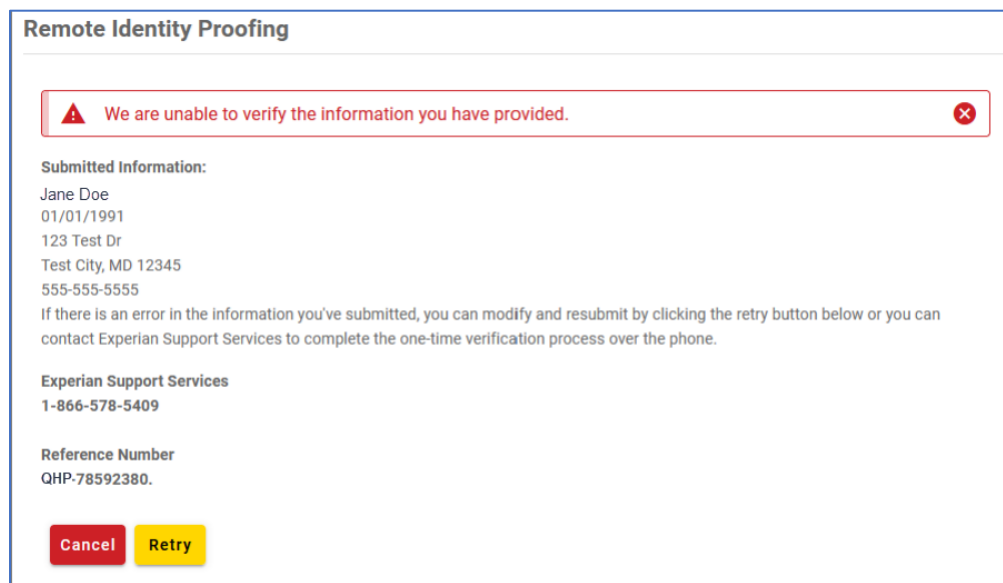Figure 13: Identity Information Verification Form

16. Enter your Name, Date of Birth, and Email Address information into the respective fields.

17. Enter your Social Security Number into the Social Security Number field. Note that this information is *not* stored in the CMS IDM system and is only used for this identity proofing step.

18. Enter your Home Address information and Phone Number information into the respective fields. Note that you must enter your personal information in all fields, such as personal email address, personal phone number, and home address. Do not enter any business information. Any

information you enter is *not* stored in the CMS IDM system and is only used for this identity proofing step.

19. Click the **Submit** button.

The RIDP process begins. Users who successfully complete Online Proofing will see a confirmation message on the screen, after which they can resume the role request process.

If the RIDP Online Proofing process is unsuccessful, the system will display an error message (Figure 14). Users receiving the error message must contact Experian using the contact information and Reference Number provided in the error message and perform Phone Proofing. If Phone Proofing is successful, users can sign into the CMS IDM system and initiate the role request procedure again. If the Phone Proofing RIDP process is unsuccessful, users may contact the Application Help Desk at QHP_Survey@air.org to inquire about the Manual Proofing process.

Remote Identity Proofing

⚠ We are unable to verify the information you have provided.

Submitted Information:
Jane Doe
01/01/1991
123 Test Dr
Test City, MD 12345
555-555-5555
If there is an error in the information you've submitted, you can modify and resubmit by clicking the retry button below or you can contact Experian Support Services to complete the one-time verification process over the phone.

Experian Support Services
1-866-578-5409

Reference Number
QHP-78592380.

Cancel   Retry

Figure 14: RIDP Online Proofing Error Message

Once the RIDP process is successfully completed, the Role Request page will display a text box titled "Reason for Request" (Figure 15).

Figure 15: Role Request – Entering the Reason for Request

20. Enter a brief justification statement into this field to provide a justification for the role request.

21. Click the **Submit Role Request** button.

    The Role Request page displays a Request ID and a message informing you that the request was successfully submitted.

Once you receive a confirmation email that the role request is approved, you will be able to Sign In to the QHP Enrollee Survey website.

Section 3: All QHP Vendors – Sign In to QHP Enrollee Survey Website

This section provides the steps that vendor users must follow to sign in to the QHP Enrollee Survey website.

1. Navigate to https://qhpsurvey.cms.gov/.

    The **Home** page (Figure 16) is displayed.
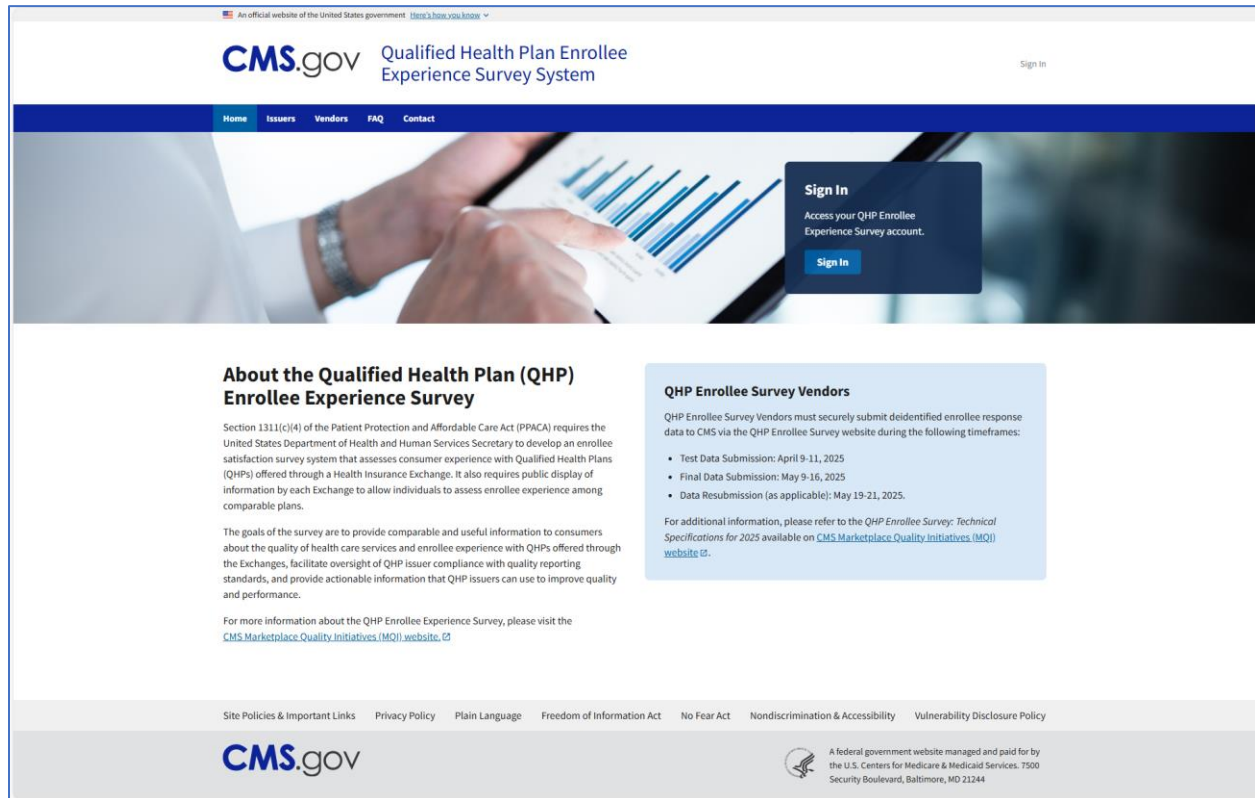
Figure 16: QHP ESS Website Home Page

2. Click on the **Sign In** button in the Sign In box or the Sign In link at the top right of the page to access your QHP Enrollee Survey website account.

    The IDM **Sign In** page (Figure 17) appears.

Figure 17: CMS IDM Sign In Page

3. Enter your User ID and Password.

4. Click the check box to acknowledge agreement, then click the **Sign In** button.

5. Follow the directions for the chosen MFA factor (MFA device) and then click on the **Verify** button.

    The **Vendor Dashboard** (Figure 18) will appear. This dashboard will display vendor contact information, an interface to upload survey files, and the ability to view uploaded vendor submissions.

Figure 18: Vendor Dashboard

6. To upload survey files, review the naming convention requirements in the blue box.

CSV files must use the following naming convention: <Reporting Unit-ID>.csv. Upload CSV files one at a time or upload multiple CSV files in a ZIP file.

To assist with tracking multiple submissions, ZIP files should use the following naming convention: <VendorName>_Submission_<Letter>.<ZIP>. For example, vendors should use <VendorName>_Submission_A.<ZIP> for the first ZIP file, <VendorName>_Submission_B.<ZIP> for the second ZIP file, and so on.

Note: ZIP files must contain properly named CSV files. The Project Team will reject an entire ZIP file if any CSV files within the ZIP file violate the CSV naming convention.

7. Uploaded files will appear in the Uploads pane. If you have uploaded a file that does not appear in the pane, please click Refresh.

Data submission files must include all variables specified in the Data Dictionary (Appendix G of the *QHP Enrollee Experience Survey: Technical Specifications for 2025*).

All data must be reported at the person level and include:

- All required variables associated with survey administration

- Final disposition codes and survey responses

All data included in the CSV files during data submission are considered final unless the Project Team requests revisions.

8. Initial validation results will be displayed on the vendor dashboard within the **Survey CSV Files** pane (Figure 19), which will show the following information:

- Name of file

- Status of submission (File Error, Pending/Failed/Passed Validation)

- Submission type

- Date submitted

9. Once the Analyst Review of the submitted files is complete, vendors will receive a notification indicating a change in file status:

- Fail – Fatal discrepancies are identified; vendors must resubmit the failed data file within 3 business days.

- Pass with Review – Warning discrepancies are identified; a review is required.

  Vendors must confirm with the Project Team via email whether (a) the responses are marked appropriately or (b) the vendor plans to resubmit the file.

- Pass – No further action is required.

10. All submitted survey files must pass this step by 11:59 p.m. ET on **May 16, 2025**. If the Project Team identifies errors, vendors will receive a Primary Data Validation Report and must resubmit data within 3 business days. All resubmissions must be received and accepted by 11:59 p.m. ET on **May 21, 2025**.

Figure 19: Vendor Dashboard Showing Sample Uploaded Files

11. To download a CSV report of your uploaded CSVs for the current upload period, click the **Vendor Survey Submission Report** button within the CSV Report pane (Figure 20).
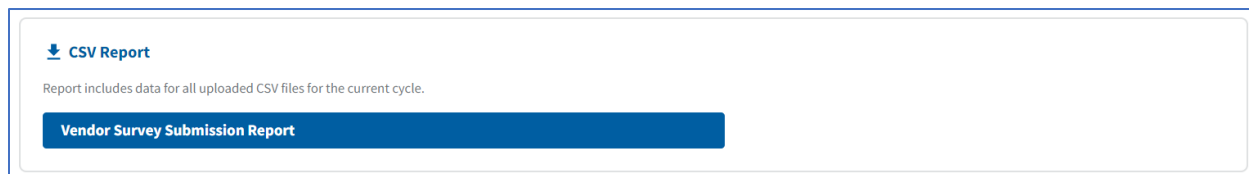

Figure 20: Vendor Dashboard – Button to Download CSV Report

For any questions regarding the data submission process, please contact QHP_Survey@air.org. You may also find answers to some of the commonly asked questions related to account setup, QHP Enrollee Survey website access, or the attestation process under the **FAQ** tab of the QHP Enrollee Survey website.