

DEPARTMENT OF HEALTH & HUMAN SERVICES  
Centers for Medicare & Medicaid Services  
7500 Security Boulevard  
Baltimore, Maryland 21244-1850



## **CENTER FOR MEDICARE**

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**DATE:** October 12, 2012

**TO:** Medicare Advantage, 1876 Cost Contracts and Prescription Drug Plan Quality Contacts and Medicare Compliance Officers

**FROM:** Cynthia G. Tudor, Ph.D., Director, Medicare Drug Benefit and C & D Data Group

**SUBJECT:** 2013 Medicare CAHPS® Survey

CMS would like to remind all Medicare Advantage Organizations, 1876 Cost Contracts, and Part D sponsors about the 2013 Medicare CAHPS® Survey and the procedures for requesting additional sample (referred to as oversampling). We also want to inform you of a new rule regarding the number of supplemental items.

### **Vendors**

Medicare Advantage Organizations, 1876 Cost Contracts, and Part D sponsors will be required to contract for the 2013 survey administration with an approved MA and Prescription Drug Plan (PDP) CAHPS Survey Vendor to collect the CAHPS data on their behalf. Specifically, sponsors with 600 or more enrollees as of July 1, 2012 are required to contract with CMS-approved MA & PDP CAHPS survey vendors to conduct data collection. Sponsors must inform CMS of the vendor that will be submitting data on their behalf no later than January 4, 2013. A list of approved vendors and the vendor authorization form can be found on the MA & PDP CAHPS website at <http://www.ma-pdpcahps.org>.

### **Oversampling**

The standard sample size for contracts is the same as in previous years:

- 800 for MA, MA-PD, PFFS and 1876 Cost
- 1,500 for PDP

As in the 2012 MA & PDP CAHPS Survey administration, CMS will allow oversampling for the 2013 survey administration. All contracts required to conduct the survey will have the option of surveying a sample of enrollees that is larger than the required sample size. Interested contracts must make a formal request for an increased sample no later than November 6, 2012. The request should be made to the MA & PDP CAHPS Project Team, via email to [MA-PDPCAHP@azqio.sdps.org](mailto:MA-PDPCAHP@azqio.sdps.org). The request must include the following information:

- The contract number for which increased sample is being requested
- The standard sample size for the contract
- The amount of oversample being requested

- The total sample being requested (standard sample plus oversample amount)

### **Supplemental Items**

Starting with the 2013 Medicare CAHPS Survey administration, CMS will limit the number of supplemental items added to the MA & PDP CAHPS Survey instruments to a maximum of 12 questions. The purpose of limiting the number of supplemental items is to assure the highest possible response rate to the MA & PDP CAHPS Survey. Analysis of 2012 data indicates a negative relationship between the number of supplemental items and response rates after controlling for beneficiary characteristics, particularly for telephone interviews.

Please direct any questions to the MA & PDP CAHPS Project Team via email to [MA-PDPCAHP@azqio.sdps.org](mailto:MA-PDPCAHP@azqio.sdps.org) and by phone at the following toll free number: 1-877-735-8882.