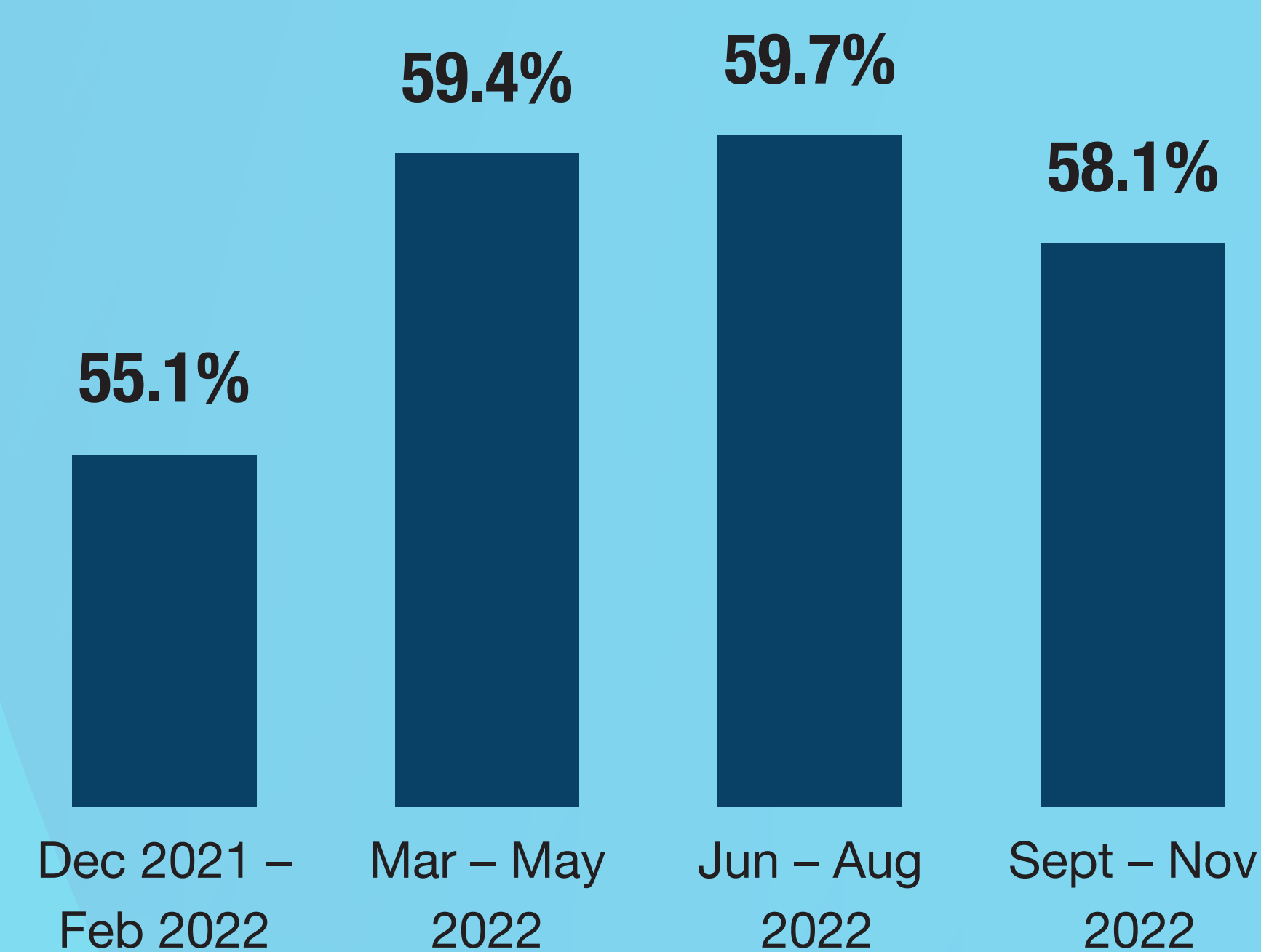


# CREATIVE INITIATIVES TO YIELD HIGH SURVEY RESPONSE RATES

## Beneficiary and Family Centered Care Survey Center

The Beneficiary and Family-Centered Care Survey Center (BFCC-SC) administers the Experience Survey to a sample of Medicare beneficiaries who have filed Quality of Care Complaints (QOC), Immediate Advocacy (IA) requests, and Appeals.

### ISSUE: EXPERIENCE SURVEY RESPONSE RATES BELOW 60%



### RESPONSE: BFCC-SC INITIATIVES TO IMPROVE THE EXPERIENCE SURVEY RESPONSE RATE

#### Ensure Reliable and Accurate Contact Data

The BFCC-SC works with CMS and external contractors to ensure that the telephone numbers and addresses of potential survey respondents are collected consistently and accurately.

#### Utilize Highly Trained Interviewers

The BFCC-SC trains interviewers to understand the issues that are prevalent in the Medicare beneficiary population including dementia, hearing issues, and depression.

#### Maximize Contact Rates

- ▶ The BFCC-SC administers the Experience Survey by telephone and mail.
- ▶ The BFCC-SC analyzes Experience Survey contact rates to determine who to contact first and has adjusted operating hours based on these analyses which to include evenings and weekends.
- ▶ The BFCC-SC provides a website (<https://bfccsurveycenter.org>) for Medicare beneficiaries to get information on the Experience Survey to provide legitimacy.

#### Mitigate Survey Refusals Before They Occur

- ▶ The BFCC-SC conducts group refusal aversion sessions with interviewers to analyze Experience Survey refusals.
- ▶ The group listens to recordings of Experience Survey refusals and discusses ways to improve interviewer response to potential refusals in the future.

### RESULT: RESPONSE RATES TRENDING OVER 60% FOR THE PAST YEAR

