CMS

Medicare PlanFinder

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Medicare Plan Information (*1=Poor, 10=Excellent, Don't Know*)	**Satisfaction**	**Recommend** *(1=Very Unlikely, 10=Very Likely)*
Please rate the amount of information provided about Medicare plans.	What is your **overall satisfaction** with the Medicare Plan Finder? (1=Very Dissatisfied, 10=Very Satisfied)	How likely are you to recommend the Medicare Plan Finder to someone else?
Please rate the usefulness of the information about Medicare plans.	How well does the Medicare Plan Finder **meet your expectations**? (1=Falls Short, 10=Exceeds)	**Use Medicare.gov** *(1=Very Unlikely, 10=Very Likely)*
Please rate your perception of the accuracy of the information about Medicare plans.	How does the Medicare Plan Finder **compare to your idea of an ideal website tool?** (1=Not Very Close, 10=Very Close)	How likely are you to visit Medicare.gov (Medicare's website) for future Medicare-related needs?
Medicare Plan Finder Process *(1=Poor, 10=Excellent, Don't Know)*		**Trust**
Please rate the how well the Plan Finder feature streamlines the process of finding Medicare plans.		I can count on Medicare to act in my best interests. *(=1 Very Unlikely, 10=Very Likely)*
Please rate the features available for finding a Medicare plan.		I consider Medicare to be trustworthy. *(=1 Very Unlikely, 10=Very Likely)*
Please rate how well the Plan Finder feature minimizes the amount of time needed to get useful Medicare plan information.		Medicare can be trusted to do what is right. *(=1 Very Unlikely, 10=Very Likely)*
Medicare Plan Finder- Results*(1=Poor, 10=Excellent, Don't Know)*		
Please rate how well the results provided by the Plan Finder match your request.		
Please rate the relevance of the results to your specific needs.		
Please rate the listing/ranking order of Plan Finder results.		
Look & Feel *(1=Poor, 10=Excellent, Don't Know)*		
Please rate the visual appeal of the Plan Finder.		
Please rate the balance of graphics and text on the Plan Finder.		
Please rate the readability of the pages on the Plan Finder.		
Navigation *(1=Poor, 10=Excellent, Don't Know)*		
Please rate how well the Plan Finder tool is organized.		
Please rate the options available for navigating the Plan Finder tool.		
Please rate how well the layout helps you find what you are looking for.		
Please rate the number of clicks to get the information you are looking for.		
Site Performance *(1=Poor, 10=Excellent, Don't Know)*		
Please rate how quickly pages load on this tool.		
Please rate the consistency of speed from page to page on this tool.		
Please rate the ability to load pages without getting error messages on this tool.		

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
BSH04351		Is this your first time using the Medicare Plan Finder tool on Medicare.gov?	Yes		Radio button, one-up vertical	single	N		FIRST TIME?
			No						
BSH04352		What kind of plan search did you choose?	General (zip code only)		Radio button, one-up vertical	single	N		PERSONALIZED?
			Personalized (zip code + your Medicare information)						
BSH04353		Which of the following best describes your role in using the Plan Finder tool today?	I am enrolled in Medicare.		Radio button, one-up vertical	single	N	OPS Group	ROLE
			I will be enrolling in Medicare soon.						
			I am a family member, friend or other representative of someone enrolled or enrolling in Medicare.						
			I am a provider or health care professional (i.e. physicians, nurses, clinicians)						
			I counsel people about their Medicare health and drug coverage)						
			I am researching Medicare for academic project.						
			I am a citizen interested in learning more about Medicare.						
			I am a policymaker or policy analyst						
			Other, please specify	A					
BSH04354	A	Other, please describe your role in using the Plan Finder today:			Text field, <100 char	single	N	OPS Group	Other ROLE
BSH04355		In your Plan Finder search did you find any Medicare plans today that meet your needs, or the needs of the beneficiary you represent?	Yes	B	Radio button, one-up vertical	single	N	Skip Logic Group	DID YOU ENROLL?
			No, I did not find any plans.						
			No, none of the plans met my needs.						
			No, I was not looking for plans today.						
BSH04356	B	Did you enroll in any of the plans you found today?	Yes		Radio button, one-up vertical	single	N	Skip Logic Group	DID YOU ENROLL?
			No	C					
			Not sure						
BSH04357	C	Which of the following best describes why you will not enroll in the plan(s) you found today?	I did not intend to enroll today; I was just exploring my options		Radio button, one-up vertical			Skip Logic Group	WHY DIDN'T ENROLL?
			I did not intend to enroll today; I was reviewing my current plan.						
			I was confused by the plan information provided						
			I was unable to enroll online.						
			I was confused about how to enroll.						
			Other, please specify	D					
BSH04358	D	Other, please describe why you did not enroll in a plan today:			Text field, <100 char	single	N	OPS Group	Other DIDN'T ENROLL
BSH04359		At any point during your experience, did your session time out?	Yes		Radio button, one-up vertical	single	N		TIME OUT?
			No						
			Not sure						
BSH04360		Did the instructions guide you to use the Plan Finder tool?	Yes		Radio button, one-up vertical	single	N		PREPARED?
			No						
			I did not read the instructions						
BSH04361		If you could change or improve one thing about the process of finding Medicare plans on this site, what would it be?			Text area, no char limit	single	N		IMPROVEMENT
BSH04362		We're working to improve the Medicare Plan Finder. Please consider providing your email address if you would like to discuss your feedback further.			Text field, <100 char	single	N		EMAIL