This is a CMS measure!

CMS -
Model

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Content	**Satisfaction**	**Primary Resource**
1 Please rate the accuracy of information on this site.	21 What is your overall satisfaction with this site?	24 How likely are you to use this site as your primary resource for getting information on Medicare?
2 Please rate the quality of information on this site.	22 How well does this site meet your expectations?	**Recommend**
3 Please rate the freshness of content on this site.	23 How does this site compare to your idea of an ideal website?	25 How likely are you to recommend this site to someone else?
Functionality		**Return**
4 Please rate the usefulness of the services provided on this site.		26 How likely are you to return to this site?
5 Please rate the convenience of the services on this site.		
6 Please rate the ability to accomplish what you wanted to on this site.		
Look and Feel		
7 Please rate the ease of reading this site.		
8 Please rate the clarity of site organization.		
9 Please rate the clean layout of this site.		
Navigation		
10 Please rate the degree to which the number of steps it took to get where you want is acceptable.		
11 Please rate the ability to find information you want on this site.		
12 Please rate the clarity of the site map/directory.		
13 Please rate the ease of navigation on this site.		
Search		
14 Please rate the usefulness of search results on this site.		
15 Please rate how this site provides comprehensive search results.		
16 Please rate the organization of search results on this site.		
17 Please rate how the search feature helps you to narrow the results to find the information you want.		
Site Performance		
18 Please rate the speed of loading the page on this site.		
19 Please rate the consistency of speed on this site.		
20 Please rate the reliability of site performance on this site.		

Model Instance Name:
CMS - Cahaba J10 MAC
MID: FRkpwtNoQ0NxZVwZQcNs0A==
Date: 10/1/2009

CMS - Cahaba J10 MAC CUSTOM QUESTION LIST

QID (Group ID)	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
AED08187		What is your Medicare line of business?	Alabama Part A Alabama Part B Georgia Part A Georgia Part B Mississippi Part B Tennessee Part A Tennessee Part B HH&H ESRD Religious Non-medical Health Care Institution (RNHC) Independent Organ Procurement Organization Histocompatibility Lab None of the above		Drop down, select one	Single	Y	
51958		Which best describes you?	Provider of medical services Supplier of medical equipment or supplies Staff of provider/supplier working primarily with billing/insurance Administrative staff of a provider/supplier Other staff of a provider/supplier Consultant or attorney Billing service Other (please specify)	SKIP A	Radio button, one-up vertical	Single	Y	
7000003	SKIP A	Other - which best describes you?			Text field, <100 char		Y	
C51960		What is your **primary reason** for visiting this site today?	Download forms Learn of, or register for, workshops, seminars or other training events Find contact information Find general Medicare program information Research a specific question on Medicare policy or billing Find information on fees or fee schedules Find out about a Local Coverage Determination (LCD) Read Medicare publications such as newsletters, articles,etc. Find enrollment information Take an on-line training course Other (please specify)	SKIP B	Radio button, one-up vertical	Single	Y	
C7000004	SKIP B	Other - primary reason?			Text field, <100 char			
C51957		**In the last 30 days,** how many times have you visited this website?	This is my first time Once or twice Three or four times More than once per week but not every day Every day	Z,Y Z,Y Z,Y Z,Y	Radio button, one-up vertical	Single	Y	
ACQwil0013783	Z	Please select the statement which best describes your experience with the new Cahaba **site redesign**:	It is easier to find what I'm looking for It is harder to find what I'm looking for My experience is no different when looking at information on the new site Don't know		Radio button, one-up vertical	Single	Y	
ACQwil0013784	Y	Please tell us what you think of the new Cahaba site:			Text area, no char limit		N	
CWS01706		Did you find what you were looking for?	Yes - I found what I was looking for No - I did not find what I was looking for I don't know yet; I am still looking I wasn't looking for anything in particular	C/H	Drop down, select one	Single	Y	
CWS01707	H	Please tell us exactly what you were looking for.			Text area, no char limit		T	

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red & strike-through: DELETE
underlined & italicized: RE-ORDER
pink: ADDITION
blue + -->: REWORDING

CMS - Cahaba J10 MAC CUSTOM QUESTION LIST							
QID (Group ID)	**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**
CWS01708	C	What will you do next?	Nothing, although I did not find/complete what I wanted		Radio button, one-up vertical	Single	Y	
			Call the Cahaba call center					
			Return to the Cahaba website later and try again					
			Send an email					
			Write a letter					
			Other (please specify)	D				
CWS01709	D	Please describe what you will do next.			Text area, no char limit		Y	

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			CMS - Cahaba J10 MAC CUSTOM QUESTION LIST						

QID (Group ID)	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
CWS01710		Which areas of the site did you primarily use today?	News		Radio button, one-up vertical	Single	Y	
			Calendar of events					
			Transition schedule					
			Local Coverage Determinations (LCDs)					
			Frequently Asked Questions (FAQs)					
			Past Correspondences/Communications					
			Contact Information					
			Other (please specify)	E				
CWS01711	E	Other Area Used			Text field, <100 char		Y	
EDO05180		In addition to the currently used communication tools (example: Internet, email lists), would you be interested in receiving Cahaba Medicare Services related information through the following Social Media outlets: (Please select all that apply)	Facebook		Checkbox, one-up vertical	Multi	Y	
			Twitter					
			YouTube					
			RSS Feed					
			Podcast					
			LinkedIn					
			None					
			Other (please specify)	A				
EDO05181	A	Please list the other social media outlet:			Text area, no char limit			
EDO05182		Does your place of business allow you to access social media outlets for work-related information during work hours? (i.e. Facebook, YouTube etc.)	Yes		Radio button, one-up vertical	Single	Y	
			No					
EDO05183		Would you access Cahaba Medicare Services social media outlets for information during off/non-business hours?	Yes		Radio button, one-up vertical	Single	Y	
			No					
ACQLiv0010428		Did you use the search feature during your visit today?	Yes	F	**Radio button, one-up vertical**	Single	Y	Skip Logic Group
			No					
			Don't recall					
ACQLiv0010429	F	Please tell us about your **experience with the site's search feature** today. (Please select all that apply.)	The search feature met my needs today.		**Checkbox, one-up vertical**	Multi	Y	Skip Logic Group
			I had issues with the **basic search process** (how to use it, terms to enter).	A				
			I had issues with the **visual display** of the search results (text size, images**).**	B				
			I had issues with the **search results** I received.	C				
			I had issues with **sorting, filtering, advanced search** or lack of these options.	D				
			I had **technical issues** with the search feature.	E				
			The **search tips** were not useful	F				
			None of these					
ACQLiv0010430	A	What were your issues with the **basic search process?** (Please select all that apply.)	It was not clear to me how to use the search feature		**Checkbox, one-up vertical**	Multi	Y	Skip Logic Group
			I did not know what terms to use to get the results I wanted					

CMS - Cahaba J10 MAC CUSTOM QUESTION LIST

QID (Group ID)	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
			There were too many steps or refinements to get to what I wanted					
			None of these					
ACQLiv0010431	B	What were your issues with the **visual display** of the search results? (Please select all that apply.)	I could not see enough of the description to decide which link to choose		**Checkbox, one-up vertical**	Multi	Y	Skip Logic Group
			The text was too small					
			The page was too crowded					
			I could not see much difference between the *listings/items*					
			None of these					
ACQLiv0010432	C	What were your issues with the **search results**? (Please select all that apply.)	Results were not relevant/not what I wanted		**Checkbox, one-up vertical**	Multi	Y	Skip Logic Group
			There were not enough results					
			There were NO results					
			There were too many results					
			There was too little information in the results to decide what to choose					
			Many of the search results looked the same					
			I had other issues with the search results					
ACQLiv0010433	D	What were your issues with **sorting, filtering, or advanced search**? (Please select all that apply.)	The results were not sorted in a helpful way		**Checkbox, one-up vertical**	Multi	Y	Skip Logic Group
			I want advanced search options					
			I want the following sorting/filtering/advanced option:	D1				
			I had a different sorting/filtering issue:	D2				
ACQLiv0010434	D1	Sorting/filtering/advanced option:	*Open-ended*		**Text area, no char limit**	Single	N	Skip Logic Group
ACQLiv0010435	D2	My issue was:	*Open-ended*		**Text area, no char limit**	Single	N	Skip Logic Group
ACQLiv0010436	E	What were your **technical issues** with the search feature? (Please select all that apply.)	Error message(s)	E1	**Checkbox, one-up vertical**	Multi	Y	Skip Logic Group
			Search speed was too slow					
ACQLiv0010437	E1	What error message did you receive:	*Open-ended*		**Text area, no char limit**	Single	N	Skip Logic Group
ACQLiv0010438	F	What were you issues with the **search tips**? (Please select all that apply.)	The search tips were not helpful		**Checkbox, one-up vertical**	Multi	Y	Skip Logic Group
			Displays no results					
			Too much information returned when using the search tips function					
			Not enough results are shown when using the search tips function					
ACQLiv0010439		How did you *look for information/navigate* the site today? (Please select all that apply.)	*Search feature*		**Checkbox, one-up vertical**	Multi	Y	OPS Group
			Advanced search feature/tool					
			Top navigation bar					
			Links in the center of the page					
			Medicare Part A or B Quick links					
			Site map					
			Other (please specify):	A				
ACQLiv0010440	A	Other way I looked for information:			**Text area, no char limit**	Single	N	OPS Group

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ACQLiv0010441		Which of these method(s) led you to the information you were looking for?	*Search feature*		Radio button, one-up vertical	Single	Y	
			Advanced search feature/tool					
			Top navigation bar					
			Links in the center of the page					
			Medicare Part A or B Quick links					
			Site map					
			None of these					
			Don't recall					
ACQLiv0010442		How would you describe your experience browsing/looking for information on this site today? (Please select all that apply.)	I had no difficulty *browsing/looking for information on* this site		Checkbox, one-up vertical	Multi	Y	Skip Logic Group
			Links often did not take me where I expected	B				
			Had difficulty finding relevant information					
			Too many links/navigational options to choose from					
			Had technical difficulties (error messages, broken links, etc.)					
			Could not navigate back to previous information					
			I had a navigation difficulty not listed above:	A				
ACQLiv0010443	A	Other navigation difficulty:	*Open-ended*		Text area, no char limit	Single	N	Skip Logic Group
ACQLiv0010444	B	Please describe the specific navigation links or paths that did not take you where they should have.	*Open-ended*		Text area, no char limit	Single	N	Skip Logic Group
CWS01715		Are you enrolled in our E-Mail Service?	Yes	F	Drop down, select one	Single	Y	
			No					
CWS01716	F	Please rate your overall satisfaction with Cahaba's E-Mail notification service.	1 - Very Dissatisfied	G	Radio button, one-up vertical	Single	Y	
			2	G				
			3	G				
			4	G				
			5	G				
			6					
			7					
			8					
			9					
			10 - Very Satisfied					
CWS01717	G	Please tell us the reason for the rating given above.			Text area, no char limit		N	

CMS - Cahaba J10 MAC CUSTOM QUESTION LIST

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CWS01718		Where are you located?	Alabama		Drop down, select one	Single	Y	
			Georgia					
			Tennessee					
			Alaska					
			Arizona					
			Arkansas					
			California					
			Colorado					
			Connecticut					
			Delaware					
			District of Columbia (Washington DC)					
			Florida					
			Hawaii					
			Idaho					
			Illinois					
			Indiana					
			Iowa					
			Kansas					
			Kentucky					
			Louisiana					
			Maine					
			Maryland					
			Massachusetts					
			Michigan					
			Minnesota					
			Mississippi					
			Missouri					
			Montana					
			Nebraska					
			Nevada					
			New Hampshire					
			New Jersey					
			New Mexico					
			New York					
			North Carolina					
			North Dakota					
			Ohio					
			Oklahoma					
			Oregon					
			Pennsylvania					
			Rhode Island					
			South Carolina					
			South Dakota					
			Texas					
			Utah					
			Vermont					
			Virginia					
			Washington					
			West Virginia					
			Wisconsin					
			Wyoming					
			Other					
CWS01719		If you could identify one improvement to this site, what would that improvement be?			Text area, no char limit		N	

CQ Label

Medicare line

Role

OE_Role

Primary Visit
Reason

OE_Reason

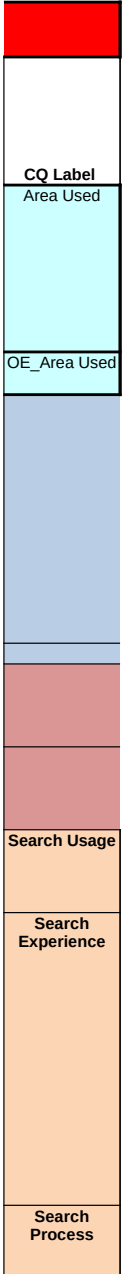Visit Frequency

Site Redesign

OE_New Site

Found Info

Looking For
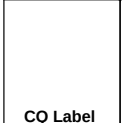
CQ Label

Do Next

OE_Do Next

CQ Label

Area Used

OE_Area Used

Search Usage

Search Experience

Search Process

CQ Label	
Search Display	
Search Results	
Search Sorting	
OE_Search Filter1	
OE_Search Filter2	
Search Technical	
OE_Search Technical	
Search Tips	
Look for Info	
OE_Look for Info	

CQ Label
Method Found Info
Navigation Experience
OE_Nav Experience
OE_Nav Paths
Enrolled
Email Sat
Low Rate

CQ Label

Located

Improvements