Questionnaire Management Guidelines

Goals:
- **One consolidated document to track all model and CQ changes throughout the life of the project**
- **Questionnaire always matches the live survey**
- **Easy and error-free way to submit CQ changes**
- **All changes tracked and reflected in one document (DOT will help)**

Questionnaire Resources:
1 Questionnaire Design and Approval Process
2 Question Grouping Rules
3 OPS vs. Skip Logic Decision for "Other, Please Specify"
4 Foreign Language Survey Instructions

FORESEE

Welcome and Thank You Text

Directions:

This welcome text is shown at the top of the questionnaire window and the thank you text at the bottom. This is a good place to mention the site/company/agency name so the visitor knows whom they are taking the survey for. Feel free to modify the standard Welcome and Thank you text shown in the boxes below. Please read comments before using any of the text.

Examples

Welcome Text Example

Welcome Text

Thank you for visiting the **Novitas Solutions, Inc. website**. You have been randomly selected to take part in this brief website satisfaction survey. Please take a few minutes to share your opinions regarding our website elements, such as navigation, search, content, etc., which are essential in helping us provide the best online experience possible. Your comments and scores on this survey will be directed to the Medicare Internet Team. Therefore, please limit your comments and scores on this survey to your experiences and opinions on the **Web Site only**.

> bharati.hulbanni:
> if STORES MEASURE: do NOT use any welcome text.

Thank You Text Example

DEFAULT Thank You Text

> bharati.hulbanni:
> TY text can be used for all measure types (call center, web, stores, mobile etc.)

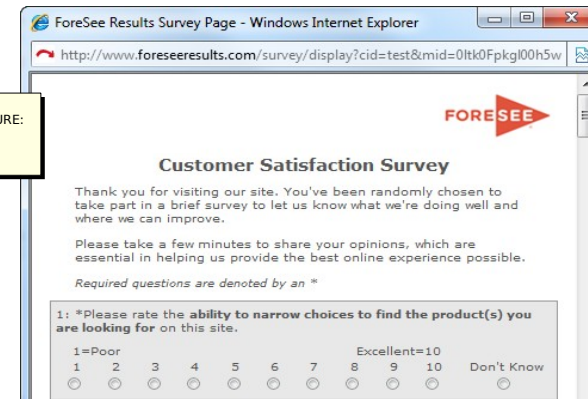'web site' has been corrected to now read 'website' in the text to the left

ALTERNATE WEB Thank You Text

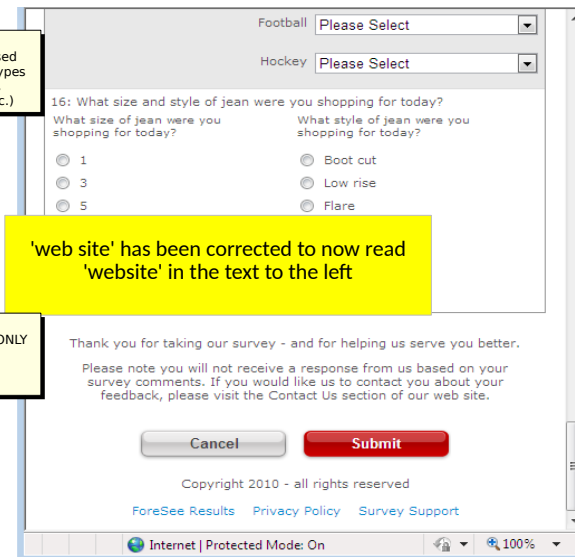Thank you for your time in completing this survey. Your input is very valuable and will be taken into consideration.

> bharati.hulbanni:
> Use this TY text ONLY for WEB

Model Instance Name:
CMS - Novitas JL MAC

MID: **Existing Measure - Please fill in; New Measure - DOT will fill in**

Partitioned (Y)
FPI Included(N)

NOTE: All non-partitioned surveys will NOT be imputed and the elements will be rotated as a default unless otherwise specified and approved by Research.

Date: 5/20/2013

FORESEE

CMS - Novitas JL MAC
Model questions utilize the ACSI methodology to determine scores and impacts

---

ELEMENTS (drivers of satisfaction)

MQ Label	
Content *(1=Poor, 10=Excellent, Don't Know)*	
1 Content - Accuracy	Please rate the **accuracy of information** on this site.
2 Content - Quality	Please rate the **quality of information** on this site.
3 Content - Freshness	Please rate the **freshness of content** on this site.
Functionality *(1=Poor, 10=Excellent, Don't Know)*	
4 Functionality - Usefulness	Please rate the **usefulness of the services** provided on this site.
5 Functionality - Convenient Services	Please rate the **convenience of the services** on this site.
6 Functionality - Accomplish Goal	Please rate the **ability to accomplish what you wanted** to on this site.
Look and Feel *(1=Poor, 10=Excellent, Don't Know)*	
7 Look and Feel - Readability	Please rate the **ease of reading** this site.
8 Look and Feel - Organization	Please rate the **clarity of site organization**.
9 Look and Feel - Layout	Please rate the **clean layout** of this site.
Navigation *(1=Poor, 10=Excellent, Don't Know)*	
10 Navigation - Steps	Please rate the degree to which the **number of steps it took to get where you want** is acceptable.
11 Navigation - Find	Please rate the **ability to find information** you want on this site.
12 Navigation - Layout	Please rate the **clarity of the site map/directory**.
13 Navigation - Ease	Please rate the **ease of navigation** on this site.
Search *(1=Poor, 10=Excellent, Don't Know)*	
14 Search - Usefulness	Please rate the **usefulness of search results** on this site.
15 Search - Comprehensive	Please rate how this site **provides comprehensive search results**.
16 Search - Organization	Please rate the **organization of search results** on this site.
17 Search - Narrow	Please rate how the **search feature helps you to narrow the results** to find the information you want.
Site Performance *(1=Poor, 10=Excellent, Don't Know)*	
18 Site Performance - Loading	Please rate the **speed of loading the page** on this site.
19 Site Performance - Consistency	Please rate the **consistency of speed** on this site.
20 Site Performance - Reliability	Please rate the **reliability of site performance** on this site.

CUSTOMER SATISFACTION

MQ Label	
Satisfaction	
21 Satisfaction - Overall	What is your **overall satisfaction** with this site? *(1=Very Dissatisfied, 10=Very Satisfied)*
22 Satisfaction -	How well does this site **meet your expectations**?
23 Satisfaction - Ideal	How does this site **compare to your idea of an ideal website**? *(1=Not Very Close, 10=Very Close)*

FUTURE BEHAVIORS

MQ Label	
Primary Resource *(1=Very Unlikely, 10=Very Likely)*	
24 Primary Resource	How likely are you to **use this site as your primary resource** for getting information on Medicare?
Recommend *(1=Very Unlikely, 10=Very Likely)*	
25 Recommend	How likely are you to **recommend this site to someone else**?
Return *(1=Very Unlikely, 10=Very Likely)*	
26 Return	How likely are you to **return to this site**?

Model Instance Name:
CMS - Novitas JL MAC
MID: Existing Measure - Please fill in; New Measure - DOT will fill in
Date: 5/20/2013

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

CMS - Novitas JL MAC CUSTOM QUESTION LIST

QID	FPI Y?	Skip Logic Label	Question Text	AnswerIDs (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			In the last 30 days, how many times have you visited this website?		This is my first time		Radio button, one-up vertical	Single	Y
					Once or twice				
					Three or four times				
					More than once per week but not every day				
					Every day				
			Which **best describes you**?		Provider of medical services		Radio button, one-up vertical	Single	Y
					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	A			
		A	Please explain briefly:				Text area, no char limit		N
			What is your **primary reason** for visiting this site today?		Download forms		Radio button, one-up vertical	Single	Y
					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	B			
		B	Please explain briefly:				Text area, no char limit		N
			What information center(s) or topic(s) did you access on our Web site today (check all that apply)?		Appeals		Checkbox, one-up vertical	Multi	Y
					Audit and Reimbursement (Part A Fees)				
					CERT				
					Claims/Eligibility				
					Electronic Billing (EDI)				
					Enrollment				
					Evaluation and Management				
					Part B Fee Schedules				
					Forms Catalog				
					Medical Policy				
					Medicare News & Bulletins				
					Self-Service Tools				
					Provider Training and Events				
					I did not use an information center, but was looking for information on this topic:	C			
		C	Other information of interest:				Text area, no char limit		N
			Did you use any search features on this site today?		Yes	D, E, F	Radio button, one-up vertical	Single	N
					No				
		D	How would you rate the helpfulness of the search tool?		Very helpful		Radio button, one-up vertical	Single	N
					Somewhat helpful				
					Fair				
					Somewhat unhelpful				

Model Instance Name:					red & strike-through: DELETE
CMS - Novitas JL MAC					underlined & italicized: RE-ORDER
MID: Existing Measure - Please fill in; New Measure - DOT will fill in					pink: ADDITION
Date:	5/20/2013				blue + -->: REWORDING

CMS - Novitas JL MAC CUSTOM QUESTION LIST

bharati.hulbanni: Hide (DO NOT DELETE) this column before sending to a client.

bharati.hulbanni: there should be NO MORE THAN ONE LETTER IN HERE (Skip Logic Label)

bharati.hulbanni: Hide (DO NOT DELETE) this column before sending to a client.

bharati. Can no GroupT within 'Specia

QID	FPI Y?	Skip Logic Label	Question Text	AnswerIDs (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
					Very unhelpful				
		E	What search term(s) did you use?				Text area, no char limit		N
		F	Please briefly explain your experience with the search tool.				Text area, no char limit		N
			How did you look for the information you wanted / needed on this site? (select all that apply)		Using the navigation menu on the left side of the page		Radio button, one-up vertical	Single	Y
					Using links in the center of the page				
					Using the site search feature				
					Using the site map				
					Other	G			
		G	What other method did you use to look for the information you wanted / needed?				Text area, no char limit		N
			Were you able to accomplish your goal in visiting the Web site today?		Yes		Radio button, one-up vertical	Single	Y
					No	H			
		H	Please explain what you were unable to accomplish:.				Text area, no char limit		N
			How could the Web site be improved to make your job easier?				Text area, no char limit		N
			Do you subscribe to Novitas' E-mail List (listserv)?			I			N
					Yes				
					No				
		I	What enhancements could be made to our e-mail list to make it a more useful tool for you?						N
			If you are over the age of 18 and would like Novitas to respond to your feedback regarding this Web site, please provide your name, along with an e-mail address or telephone number here:				Text area, no char limit		N
							Radio button, scale, has don't know		

Special Instructions	CQ Label
	Visit Frequency
Skip Logic Group*	Best describes you
Skip Logic Group*	Other-Role
Skip Logic Group*	Reason for visiting
Skip Logic Group*	Other-Primary Reason
OPS Group	Info Centers or Topics Access
OPS Group	Other info of Interest
Skip Logic Group*	Search Feature Usage
Skip Logic Group*	Helpfulness of Search Tool

Special Instructions	CQ Label
Skip Logic Group*	Search Terms Used
Skip Logic Group*	Search Tool Experience
Skip Logic Group*	Look for Information
Skip Logic Group*	Other Method to Look for Info
Skip Logic Group*	Accomplish Goal
Skip Logic Group*	Unable to accomplish
	One Improvement
Skip Logic Group*	Subscribe to E-mail list
Skip Logic Group*	Email enhancements
	Contact Information

Model Instance Name:
Fill-in Measure Name
MID:
Date: 11/1/2011

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

FORESEE

Fill-in Measure Name CUSTOM QUESTION LIST									

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

RECOMMEND QUESTION

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
		How likely are you to recommend <ABC Company> to someone else?	1=Very Unlikely		Radio button, scale, no don't know	Single	Y		Recommend Company
			2						
			3						
			4						
			5						
			6						
			7						
			8						
			9						
			10=Very Likely						

Please use the following guidelines:
- **DO NOT MODIFY THE WORDING of the QUESTION OR ANSWER CHOICES EXCEPT FOR COMPANY NAME**
- **WoMI question should only be done on the company/brand level, please se Bharati if there is a different need**
- **Do not use the term WoMI or Word of Mouth in the CQ LABELS**

DISCOURAGE Q

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
		How likely are you to discourage others from doing business with <ABC Company>?	1=Very Unlikely						
			2						
			3						
			4						
			5						
			6						
			7						
			8						
			9						
			10=Very Likely						