

Attachment V. — Interview Recruitment Email or Letter

[DATE]

[Jane Smith (FIRST NAME and LAST NAME of potential respondent identified by HSAG)]
[NURSING HOME]
[ADDRESS]
[CITY], [STATE ABBREVIATION] [ZIP]

Dear [TITLE and LAST NAME]:

The RAND Corporation has been asked by Health Services Advisory Group, Inc. (HSAG), on behalf of the Centers for Medicare & Medicaid Services (CMS), to assess nursing homes' experiences in reporting and working to improve performance on CMS nursing home measures. ***We are writing to ask you to take part in this assessment.***

CMS uses a variety of performance measures to assess the quality and efficiency of care provided to Medicare beneficiaries in the nursing home setting. Nursing homes report on measures included in the Nursing Home Quality Initiative (NHQI). Nursing home performance on these measures is publicly reported on the Medicare Nursing Home Compare website, and a subset of the measures is used in the CMS Nursing Home Value-Based Purchasing Program.

As one component of this assessment, RAND will be conducting a set of telephone interviews with nursing home leadership. The purpose of these interviews is to understand how nursing homes have responded to these CMS quality measurement programs and any challenges or undesired consequences they have experienced in doing so. For a summary of the interview questions and a list of nursing home measures, please see the attached documents.

We would like to interview the senior-level administrator or leader within your nursing home who is responsible for the delivery of care and is knowledgeable about your nursing home's performance on Medicare quality and efficiency measures and efforts to improve that performance.

Please let us know if you are the appropriate person at [NURSING HOME NAME] to answer these questions. If you think we should talk with someone else, please provide the name and contact information for that person.

We are very flexible in when we can schedule the interview, so that it is at a convenient time for you. The interview will take no longer than one hour.

All of the information we collect will be kept strictly confidential, and you can decline to discuss any topic that you do not want to discuss. No one outside of the research

project will have access to the information. HSAG and RAND will summarize what we learn from the interviews, aggregating information. No one will be identified by name or nursing home affiliation.

We know that your time is very valuable, and we wish to thank you in advance for helping us obtain input from [NURSING HOME NAME].

Please call us at [TOLL-FREE NUMBER] or simply reply to this email to schedule your interview, or to let us know the name of the appropriate person to interview. We look forward to hearing from you.

Sincerely,

Cheryl Damberg, PhD
Principal Investigator
Principal Senior Researcher
RAND
damberg@rand.org
310-393-0411 x6191

Attachments