

Attachment IX. — Web Survey Invitation Email

[Send via email or print on RAND letterhead and mail via first class mail]

Dear Participant:

Thank you for agreeing to complete the ***Nursing Home National Provider Survey***, sponsored by the Centers for Medicare & Medicaid Services (CMS). Every three years, CMS is required by law to assess the quality and efficiency impact of its use of performance measures (i.e., quality, safety, patient experience) that are being deployed to improve care for Medicare beneficiaries.

As part of the assessment, CMS is interested in learning about nursing homes' experiences as they participate in CMS performance measurement programs and the changes nursing homes are making to drive improvements in care. Your nursing home's response to the survey will help CMS understand:

- How the CMS performance measures are changing the way in which your nursing home is delivering care.
- Factors that are driving your nursing home's investments in performance improvement.
- Issues your nursing home faces related to reporting the CMS measures.
- Potential undesired effects associated with the measures.
- Challenges your nursing home faces related to improvement on the CMS measures.

CMS recognizes that your nursing home devotes significant resources to collecting data, reporting, and improving your nursing home's performance on the CMS measures provided on the CMS Nursing Home Quality Initiative website. Your feedback is very important and will be used to improve the functioning of measurement programs, so that they work well for both providers and their patients.

Health Services Advisory Group, Inc. (HSAG), under contract with CMS, has asked the RAND Corporation to conduct and analyze this survey. Completing the survey will take approximately 30 to 40 minutes. You may need to consult with others in your organization to complete the survey. To complete the survey online, please go to the following URL and enter your PIN:

<https://www.randurvey.org/fqhc/>

PIN: XXXX

You may complete the online survey in different sessions. Remember to save your responses and to log back in later to complete any pending questions. When you log back in, you will be taken to the last unanswered question.

Please print a copy for yourself before submitting your completed survey. As you complete the survey, you may want to refer to the Nursing Home Quality Initiative (NHQI) measures that are enclosed with the survey and accessible at the following link:

<http://www.cms.gov/Medicare/Quality-Initiatives-Patient-Assessment-Instruments/NursingHomeQualityInits/index.html>

All of the information you provide will be held in confidence by HSAG and the RAND Corporation. RAND will combine your survey answers with the answers from other nursing homes that complete the survey and will produce only summary results across all nursing homes. When presenting survey results to CMS, HSAG and RAND will not include your name or any other information that could identify you or your nursing home. Please note that:

- Your nursing home's participation in the survey is voluntary.
- Your decision to participate or not to participate will have no effect on you or your organization and CMS.
- You can skip any question you do not want to answer.
- HSAG and RAND will not share your information with anyone, except as required by law.
- HSAG and RAND will not share your individual responses with your employer or with CMS.

If you have any questions, comments, or concerns about the survey, or if you would like to receive a hard copy of the survey, please contact Beverly Weidmer, the Survey Director for this project at RAND, at Beverly_Weidmer@rand.org or at 310-393-0411, ext. 6788. If you have any questions about your rights as a research subject, please contact the RAND Human Subject's Protection Committee at 310-393-0411, ext. 7173, and ask to speak to Jim Tebow.

Thank you, in advance, for your help with this important survey!

Sincerely,

Cheryl Damberg, PhD
Principal Investigator (Survey Project Director)