

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 [Model and Custom Question Checks _SRA](#)
- 5 [Model and Custom Question Checks _Team LeadManager](#)
- 6 [Model and Custom Question Checks _DOT](#)
- 7 [Foreign Language Survey Instructions](#)

Model Instance Name:
CMS - CGS DME MAC B V2

MID:

Date: 12.1.16



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 text shown in the box below.

Welcome Text

Customer Satisfaction Survey
Thank you for visiting **CGS**. You have been randomly selected to take part in this survey that is being conducted by ForeSee Results on behalf of **CGS**. Please take a minute or two to give us your opinions. The feedback you provide will help **CGS** enhance its site and serve you better in the future. All results are strictly confidential.

Thank You Text

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

Examples

Welcome Text Example

A screenshot of a web browser displaying a survey page. The browser title is "ForeSee Results Survey Page - Windows Internet Explorer". The URL is "http://www.foreseeresults.com/survey/display?cid=test&mid=10101EJ9ss9Yv85IBE". The page content includes the ForeSee Results logo, the title "Customer Satisfaction Survey", and a welcome message: "Thank you for visiting our site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve. Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible. Required questions are denoted by an *". Below the message is a question: "1: *What is your overall satisfaction with this survey?" with a scale from 1 (Very Dissatisfied) to 10 (Very Satisfied) and radio button options for each number.

Thank You Text Example

A screenshot of a web browser displaying a survey page. At the top, there are two dropdown menus labeled "Football" and "Hockey", both set to "Please Select". The main content area contains question 16: "16: What size and style of jean were you shopping for today?". It is split into two columns: "What size of jean were you shopping for today?" with radio button options for sizes 1, 3, 5, 7, 9, 11, and 13; and "What style of jean were you shopping for today?" with radio button options for "Boot cut", "Low rise", "Flare", "Relaxed fit", and "Slim cut". Below the question is a thank you message: "Thank you for taking our survey - and for helping us serve you better. Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our web site." At the bottom of the form are "Cancel" and "Submit" buttons. The footer includes "Copyright 2010 - all rights reserved", "ForeSee Results", "Privacy Policy", and "Survey Support". The browser status bar at the bottom shows "Internet | Protected Mode: On" and a zoom level of "100%".

Model Instance Name: CMS - CGS D

Model Name

Model ID

Partitioned? Yes

Date:



	MQ Label
1	Look and Feel - Appeal
2	Look and Feel - Balance
3	Look and Feel - Legibility
4	Site Performance - Loading
5	Site Performance - Consistency
6	Site Performance - Completeness
7	Navigation - Organized
8	Navigation - Options
9	Navigation - Layout
10	Information Browsing - Sort
11	Information Browsing - Narrow
12	Information Browsing - Features
13	Site Information - Thoroughness
14	Site Information - Relevant
15	Site Information - Answers

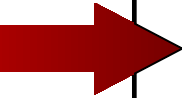
ELEMENTS (drivers of satisfaction)	MQ Label
Look and Feel (1=Poor, 10=Excellent, Don't Know)	
Please rate the visual appeal of this site.	21 Satisfaction - Overall
Please rate the balance of graphics and text on this site.	22 Satisfaction - Expectations
Please rate the legibility of the pages on this site.	23 Satisfaction - Ideal
Site Performance (1=Poor, 10=Excellent, Don't Know)	
Please rate how quickly pages load on this site.	
Please rate the consistency of speed from page to page on this site.	
Please rate how completely the page content loads on this site.	
Navigation (1=Poor, 10=Excellent, Don't Know)	
Please rate how well this site is organized .	
Please rate the options available for navigating this site.	
Please rate how well the site layout helps you find what you need .	
Information Browsing (1=Poor, 10=Excellent, Don't Know)	
Please rate the ability to sort information by criteria that are important to you on this site.	
Please rate the ability to narrow choices to find the information you are looking for on this site.	
Please rate how well the features on the site help you find the information you need .	
Site Information (1=Poor, 10=Excellent, Don't Know)	
Please rate the thoroughness of information provided on this site.	
Please rate how relevant this site's information is.	
Please rate how well the site's information provides answers to your questions .	





ME MAC B V2
Methodology to determine scores and impacts

CUSTOMER SATISFACTION		MQ Label
Satisfaction		
What is your overall satisfaction with this site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	24	Primary Resou
How well does this site meet your expectations ? <i>(1= Falls Short, 10=Exceeds)</i>	25	Recommend
How does this site compare to your idea of an ideal site ? <i>(1=Not Very Close, 10=Very Close)</i>	26	Return





FUTURE BEHAVIORS

Primary Resource

(1=Not Very Likely, 10=Very Likely)

How likely are you to use this site as your **primary resource** for getting information on Medicare?

Recommend

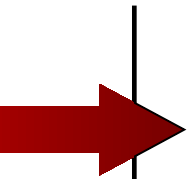
(1=Not Very Likely, 10=Very Likely)

How likely are you to **recommend this site to someone else**?

Likelihood to Return

(1=Not Very Likely, 10=Very Likely)

How likely are you to **return to this site**?



Model Instance Name:
 CMS - CIGNA J15 MAC
 MID: tM15cBU5MlchRNxt4Ftccw==
 Date: 5/16/2011



CMS - CIGNA J15 MAC

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Content <i>(1=Poor, 10=Excellent, Don't Know)</i>	Satisfaction <i>(1=Poor, 10=Excellent)</i>	Likelihood to Return <i>(1=Not Very Likely, 10=Very Likely)</i>
Please rate the accuracy of information on this site.	What is your overall satisfaction with this site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	How likely are you to return to this site ?
Please rate the quality of information on this site.	How well does this site meet your expectations ? <i>(1=Falls Short, 10=Exceeds)</i>	
Please rate the freshness of content on this site.	How does this site compare to your idea of an ideal website ? <i>(1=Not Very Close, 10=Very Close)</i>	Recommend <i>(1=Not Very Likely, 10=Very Likely)</i>
Functionality <i>(1=Poor, 10=Excellent, Don't Know)</i>		How likely are you to recommend this site to someone else ?
Please rate the usefulness of the services provided on this site.		
Please rate the convenience of the services on this site.		
Please rate the ability to accomplish what you wanted to on this site.		Primary Resource <i>(1=Not Very Likely, 10=Very Likely)</i>
Please rate the ease of navigation on this site.		How likely are you to use this site as your primary resource for getting information on Medicare?
Look and Feel <i>(1=Poor, 10=Excellent, Don't Know)</i>		
Please rate the ease of reading this site.		
Please rate the clarity of site organization .		
Please rate the clean layout of this site.		
Navigation <i>(1=Poor, 10=Excellent, Don't Know)</i>		
Please rate the degree to which the number of steps it took to get where you want is acceptable.		
Please rate the ability to find information you want on this site.		
Please rate the clarity of site map/directory .		
Please rate the ease of navigation on this site.		
Site Performance <i>(1=Poor, 10=Excellent, Don't Know)</i>		
Please rate the speed of loading the page on this site.		
Please rate the consistency of speed on this site.		
Please rate the reliability of site performance on this site.		
Search <i>(1=Poor, 10=Excellent, Don't Know)</i>		
Please rate the usefulness of search results on this site.		
Please rate how this site provides comprehensive search results .		
Please rate the organization of search results on this site.		
Please rate how the search feature helps you to narrow the results to find the information you want.		

Model Instance Name:
 CMS - CIGNA J15 MAC
 MID: tM15cBU5MlchRNxt4Ftccw==
 Date: 5/16/2011



CMS - CIGNA J15 MAC

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Content (1=Poor, 10=Excellent, Don't Know)	Satisfaction (1=Poor, 10=Excellent)	Likelihood to Return (1=Not Very Likely, 10=Very Likely)
Please rate the accuracy of information on this site. Please rate the quality of information on this site.	What is your overall satisfaction with this site? How well does this site meet your expectations ?	How likely are you to return to this site ?
Please rate the freshness of content on this site.	How does this site compare to your idea of an ideal website ?	Recommend (1=Not Very Likely, 10=Very Likely)
Functionality (1=Poor, 10=Excellent, Don't Know)		How likely are you to recommend this site to someone else ?
Please rate the usefulness of the services provided on this site. Please rate the convenience of the services on this site.		Primary Resource (1=Not Very Likely, 10=Very Likely)
Please rate the ability to accomplish what you wanted to on this site.		How likely are you to use this site as your primary resource for getting information on Medicare?
Please rate the ease of navigation on this site.		
Look and Feel (1=Poor, 10=Excellent, Don't Know)		
Please rate the ease of reading this site. Please rate the clarity of site organization . Please rate the clean layout of this site.		
Navigation (1=Poor, 10=Excellent, Don't Know)		
Please rate the degree to which the number of steps it took to get where you want is acceptable.		
Please rate the ability to find information you want on this site.		
Please rate the clarity of site map/directory .		
Please rate the ease of navigation on this site.		
Site Performance (1=Poor, 10=Excellent, Don't Know)		
Please rate the speed of loading the page on this site.		
Please rate the consistency of speed on this site.		
Please rate the reliability of site performance on this site.		
Search (1=Poor, 10=Excellent, Don't Know)		
Please rate the usefulness of search results on this site.		
Please rate how this site provides comprehensive search results .		
Please rate the organization of search results on this site.		
Please rate how the search feature helps you to narrow the results to find the information you want.		

Model Name	CMS - CGS DME MAC B V2	red & strike-through: DELETE
Model ID	140lwY4clZNwMRBBop1tw4C	<u>underlined & italicized</u> : RE-ORDER
Partitioned	2MQ	pink: ADDITION
Date		blue + -->: REWORDING

CMS - CGS CME MAC B V2 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	CQ Label
HDU7123Q001		Which best describes you?	Supplier of medical equipment or supplies Staff of provider/supplier working primarily with billing/insurance Administrative staff of a provider/supplier Provider of medical services Billing service Other staff of a provider/supplier Consultant or attorney Other (please specify)		Radio button, one-up vertical	Single	Y	Skip Logic Group	Best describes you
JIB0145997	A	What best describes you?		A	Text area, no char limit		N	Skip Logic Group	OE_Role
HDU7123Q002		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		Radio button, one-up vertical	Single	Y		Visit frequency
HDU7123Q003		Did you log in to the myCGS Web Portal today?	Yes No	A	Radio button, one-up vertical		Y	Skip Logic Group	Log In
HDU7123Q004	A	What is your primary reason for logging in to the myCGS Web Portal today?	Eligibility Claim status CMN information Referring physician Other (please specify)	B	Radio button, one-up vertical	Single	Y	Skip Logic Group	Reason for portal
HDU7123Q005	B	Explain why you logged in to MyCGS today.			Text area, no char limit		N	Skip Logic Group	Other Reason for portal
HDU7123Q006	A	What enhancements would you like to see added to the myCGS Web Portal?			Text area, no char limit		N	Skip Logic Group	Portal enhancements
HDU7123Q007	A	How easy is accessing the information on the myCGS Web Portal?	Very Easy Easy Moderately Difficult Very Difficult		Radio button, one-up vertical	Single	Y	Skip Logic Group	Easy to access
HDU7123Q008	A	How often do you use the myCGS Web Portal?	Daily A few times a week Once a week Monthly Rarely (less than monthly)		Radio button, one-up vertical	Single	Y	Skip Logic Group	Portal use frequency
HDU7123Q009		What is your primary reason for visiting this site today?	Research a specific question on Medicare policy or billing Find out about a Local Coverage Determination (LCD) Read Medicare publications such as newsletters, articles, etc. Download forms Access claim status and/or beneficiary eligibility		Radio button, one-up vertical	Single	Y	Skip Logic Group	Reason for visiting

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CMS - CGS CME MAC B V2 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	CQ Label
			Find general Medicare program information						
			Learn of, or register for, workshops, seminars or other training events						
			Find information on fees or fee schedules						
			Take an on-line training course						
			Find contact information						
			Find enrollment information						
			Other (please specify)	A					
HDU7123Q010	A	Please explain why you visited our website today.			Text field, <100 char		N	Skip Logic Group	Other_Primary reason
HDU7123Q011		How did you primarily look for information on the website today?	Left navigation bar	N	Radio button, one-up vertical	Single	Y	Skip Logic Group	Look for Info
			Quick links on the right side of the page	N					
			Searched using the site search feature						
			Other (please specify)	O					
HDU7123Q012	O	Please explain how you primarily looked for information on the website today.			Text area, no char limit		N	Skip Logic Group	OE_Look for Info
HDU7123Q013	N	How would you describe your navigation experience on the website today? (Please select all that apply.)	Some links did not take me where I expected or were broken	E	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Navigation Experience
			There were too many navigation options to choose from						
			I had no difficulty browsing on this site					Mutually Exclusive	
			Other	G					
HDU7123Q014	E	What specific links did not take you where they should have?			Text area, no char limit	Single	N	Skip Logic Group	Nav links wrong path
HDU7123Q015	G	Please explain your navigation experience on the website today.			Text area, no char limit	Single	N	Skip Logic Group	Other_Nav Experience
HDU7123Q016		Did you accomplish your goal in coming to the site today?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group	Accomplish Goal
			No	C, D					
HDU7123Q017	C	Why didn't you accomplish your goal?			Text area, no char limit		N	Skip Logic Group	Why Not Accomplish
HDU7123Q018	D	Please tell us what you were trying to do or find .			Text area, no char limit	Single	N	Skip Logic Group	Trying to Find
HDU7123Q019		If you could identify one improvement to the website, what would that improvement be?			Text area, no char limit		N		Web Improvement
HDU7123Q020		If you could identify one improvement to the myCGS secure web portal what would that improvement be?			Text area, no char limit		N		Secure Improvement
HDU7123Q021		Please provide your work email address if you would like CGS to contact you regarding your feedback (must be 18+).			Text field, <100 char		N		Email

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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	CQ Label
HDU7123Q001		Which best describes you?	Supplier of medical equipment or supplies Staff of provider/supplier working primarily with billing/insurance Administrative staff of a provider/supplier Provider of medical services Billing service Other staff of a provider/supplier Consultant or attorney Other (please specify)		Radio button, one-up vertical	Single	Y	Skip Logic Group	Best describes you
JIB0145997	A	What best describes you?		A	Text area, no char limit		N	Skip Logic Group	OE_Role
HDU7123Q002		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		Radio button, one-up vertical	Single	Y		Visit frequency
HDU7123Q003		Did you log in to the myCGS Web Portal today?	Yes No	A	Radio button, one-up vertical		Y	Skip Logic Group	Log In
HDU7123Q004	A	What is your primary reason for logging in to the myCGS Web Portal today?	Eligibility Claim status CMN information Referring physician Other (please specify)	B	Radio button, one-up vertical	Single	Y	Skip Logic Group	Reason for portal
HDU7123Q005	B	Explain why you logged in to MyCGS today.			Text area, no char limit		N	Skip Logic Group	Other Reason for portal
HDU7123Q006	A	What enhancements would you like to see added to the myCGS Web Portal?			Text area, no char limit		N	Skip Logic Group	Portal enhancements
HDU7123Q007	A	How easy is accessing the information on the myCGS Web Portal?	Very Easy Easy Moderately Difficult Very Difficult		Radio button, one-up vertical	Single	Y	Skip Logic Group	Easy to access
HDU7123Q008	A	How often do you use the myCGS Web Portal?	Daily A few times a week Once a week Monthly Rarely (less than monthly)		Radio button, one-up vertical	Single	Y	Skip Logic Group	Portal use frequency
HDU7123Q009		What is your primary reason for visiting this site today?	Research a specific question on Medicare policy or billing Find out about a Local Coverage Determination (LCD) Read Medicare publications such as newsletters, articles, etc. Download forms Access claim status and/or beneficiary eligibility Find general Medicare program information		Radio button, one-up vertical	Single	Y	Skip Logic Group	Reason for visiting

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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	CQ Label
			Learn of, or register for, workshops, seminars or other training events Find information on fees or fee schedules Take an on-line training course Find contact information Find enrollment information Other (please specify)	A					
HDU7123Q010	A	Please explain why you visited our website today.			Text field, <100 char		N	Skip Logic Group	Other_Primary reason
HDU7123Q011		How did you primarily look for information on the website today?	Left navigation bar Quick links on the right side of the page Searched using the site search feature Other (please specify)	N N O	Radio button, one-up vertical	Single	Y	Skip Logic Group	Look for Info
HDU7123Q012	O	Please explain how you primarily looked for information on the website today.			Text area, no char limit		N	Skip Logic Group	OE_Look for Info
HDU7123Q013	N	How would you describe your navigation experience on the website today? (Please select all that apply.)	Some links did not take me where I expected or were broken There were too many navigation options to choose from I had no difficulty browsing on this site Other	E G	Checkbox, one-up vertical	Multi	Y	Skip Logic Group Mutually Exclusive	Navigation Experience
HDU7123Q014	E	What specific links did not take you where they should have?			Text area, no char limit	Single	N	Skip Logic Group	Nav links wrong path
HDU7123Q015	G	Please explain your navigation experience on the website today.			Text area, no char limit	Single	N	Skip Logic Group	Other_Nav Experience
HDU7123Q016		Did you accomplish your goal in coming to the site today?	Yes No	C, D	Radio button, one-up vertical	Single	Y	Skip Logic Group	Accomplish Goal
HDU7123Q017	C	Why didn't you accomplish your goal?			Text area, no char limit		N	Skip Logic Group	Why Not Accomplish
HDU7123Q018	D	Please tell us what you were trying to do or find .			Text area, no char limit	Single	N	Skip Logic Group	Trying to Find
HDU7123Q019		If you could identify one improvement to the website, what would that improvement be?			Text area, no char limit		N		Web Improvement
HDU7123Q020		If you could identify one improvement to the myCGS secure web portal what would that improvement be?			Text area, no char limit		N		Secure Improvement
HDU7123Q021		Please provide your work email address if you would like CGS to contact you regarding your feedback (must be 18+).			Text field, <100 char		N		Email

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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
HDU7123Q001		Which best describes you? X	Supplier of medical equipment or supplies	A	Radio button, one-up vertical	Single	Y
			Staff of provider/supplier working primarily with billing/insurance				
			Administrative staff of a provider/supplier				
			Provider of medical services				
			Billing service/ Clearinghouse				
			Other staff of a provider/supplier				
			Consultant or attorney				
	A	What best describes you?	Other (please specify)		Text area, no char limit		N
HDU7123Q002		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
			1-5 times				
			6-10 times				
			more than 10 times				
			Once or twice				
			Three or four times				
			More than once per week but not every day				
Every day							
HDU7123Q003		Did you log in to the myCGS Web Portal today?	Yes	A	Radio button, one-up vertical		Y
			No				
HDU7123Q004	A	What is your primary reason for logging in to the myCGS Web Portal today?	Eligibility	B	Radio button, one-up vertical	Single	Y
			Claim status				
			CMN information				
			Referring physician				
HDU7123Q005	B	Explain why you logged in to MyCGS today.	Other (please specify)		Text area, no char limit		N
HDU7123Q006	A	What enhancements would you like to see added to the myCGS Web Portal?			Text area, no char limit		N
HDU7123Q007	A	How easy is accessing the information on the myCGS Web Portal?	Very Easy		Radio button, one-up vertical	Single	Y
			Easy				
			Moderately Difficult				
			Very Difficult				
HDU7123Q008	A	How often do you use the myCGS Web Portal?	Daily		Radio button, one-up vertical	Single	Y
			A few times a week				
			Once a week				
			Monthly				
			Rarely (less than monthly)				
HDU7123Q009		What is your primary reason for visiting this site today?	Log in to myCGS secure web portal		Radio button, one-up vertical	Single	Y
			View Local Coverage Determination (LCD)				
			Research a specific question on Medicare policy or billing				

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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
			Find out about a Local Coverage Determination (LCD) Read Medicare publications such as newsletters, articles, etc. Download forms Access claim status and/or beneficiary eligibility Find general Medicare program information Learn of, or register for, workshops, seminars or other training events Find information on fees or fee schedules Take an on-line training course Find contact information Find enrollment information Other (please specify)	A			
HDU7123Q010	A	Please explain why you visited our website today.			Text field, <100 char		N
HDU7123Q011		How did you primarily look for information on the website today?	Left navigation bar Quick links on the right side of the page Searched using the site search feature Other (please specify)	N N O	Radio button, one-up vertical	Single	Y
HDU7123Q012	O	Please explain how you primarily looked for information on the website today.			Text area, no char limit		N
HDU7123Q013	N	How would you describe your navigation experience on the website today? (Please select all that apply.)	Some links did not take me where I expected or were broken There were too many navigation options to choose from I had no difficulty browsing on this site Other	E E G	Checkbox, one-up vertical	Multi	Y
HDU7123Q014	E	What specific links did not take you where they should have?			Text area, no char limit	Single	N
HDU7123Q015	G	Please explain your navigation experience on the website today.			Text area, no char limit	Single	N
HDU7123Q016		Did you accomplish your goal in coming to the site today?	Yes No	C, D	Radio button, one-up vertical	Single	Y
HDU7123Q017	C	Why didn't you accomplish your goal?			Text area, no char limit		N
HDU7123Q018	D	Please tell us what you were trying to do or find .			Text area, no char limit	Single	N
HDU7123Q019		If you could identify one improvement to the website, what would that improvement be?			Text area, no char limit		N
HDU7123Q020		If you could identify one improvement to the myCGS secure web portal what would that improvement be?			Text area, no char limit		N
HDU7123Q021		Please provide your email address if you would like CGS to contact you regarding your feedback (must be 18+).			Text field, <100 char		N