

## **Appendix C.2 Voicemail and Email Messages for Nursing Homes**

### Voicemail Script

Hello, you should have recently received a letter from the Centers for Medicare & Medicaid Services, or CMS, about an important national telephone survey being conducted regarding quality improvement activities.

We're calling you on behalf of CMS regarding your completion of this 20-minute survey on the quality improvement efforts in your nursing home.

We hope **[Facility Name]** will participate in the survey and provide information that will help CMS improve its programs.

Please call us back at **XXX-XXX-XXXX** to schedule a convenient time when you can complete this important survey or respond to the email which we will send after this call.

Thank you.

Email Text

Dear **[Name of Respondent]**,

Hello, you should have recently received a letter from the Centers for Medicare & Medicaid Services, or CMS, about an important national telephone survey being conducted regarding quality improvement activities.

This email is a follow-up to the voicemail message that we left previously on behalf of CMS regarding your completion of this 20-minute survey on the quality improvement efforts in your nursing home. This survey has been approved by the Office of Management and Budget (OMB), as required by the Paperwork Reduction Act. The OMB approval number for this survey is **0938-XXXX**.

This survey is voluntary, but please know that [Facility Name] was carefully chosen to ensure that our findings represent different types of facilities across the nation. We hope **[Facility Name]** will participate in the survey and provide information that will help CMS improve its quality improvement programs.

Please let us know if there is a preferred time for us to call you to complete this important survey. You can either respond back to this email or call us at **XXX-XXX-XXXX** to schedule a time that would be convenient for you.

Thanking you in advance for your participation in this study.

Best regards,

(Signature to be decided upon)