

Welcome and Thank You Text

The text you see here will appear at the top and bottom of your survey. Default text is included and you may modify this text as needed.

Model Questions

As discussed during the kick-off call, the model questions are part of the ForeSee methodology. For consistency with the model, these questions are standardized and have been tested and validated. Standardization of model questions allows benchmarking across companies/industries, and these questions are used in calculating scores and impacts.

Focus on the future behaviors; I've started with some that I believe are a good fit but we can certainly make adjustments. These are desired customer outcomes that are impacted by customer satisfaction.

Custom Questions

When reviewing the custom questions tab, keep in mind these questions are used for segmentation analysis of the model data. It is suggested that you add, delete or change custom questions over time, as your needs or business objectives change.

Focus Area #1: Achieving Actionable Data

- Know what changes are being made based on the intelligence
- Change Custom Questions so that stakeholders see a clear "must do"

Focus Area #2: Aligning Data to Business Strategies

- Update your Custom Questions as business cycles change
- Integrate Executive Level questions to evaluate initiatives

Focus Area #3: Strategic and Tactical Value

- Influence Board Room Decisions
- Change Operational Approaches
- Mature Your Research

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Welcome and Thank You Text

Welcome Text

Thank you for visiting medicaid.gov. 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. If you are looking for Medicaid or Children's Health Insurance Program (CHIP) coverage, eligibility, or enrollment information, please refer to your [state and local resources](#).

Welcome Text - Tablet / Phone

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Thank You Text

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 website.

Thank You Text - Tablet / Phone

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We appreciate your input!

Example Desktop

Example Mobile

*Please note that in the new text that is

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<p>Thank You Text</p> <p>Thank you for taking our survey - and for helping us serve you better.</p> <p>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 website.</p>	<p>Thank You Text - Tablet / Phone</p> <p>Thank you for taking our survey - and for helping us serve you better. We appreciate your input!</p>
<p>Example Desktop</p>	<p>Example Mobile</p>

Model Name	Medicaid.gov Browse 2017	Red & Strike-Through : Delete
Model ID	8JoZ5kNQ85kI58EI4JU09w4C	<u>Underlined & Italicized</u> : Re-order
Partitioned	Yes - 2MQ	Pink: Addition
Date		Blue: Rework
Model Version	17.2.G	

Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
	Look and Feel (1=Poor, 10=Excellent, Don't Know)		Satisfaction		Return (1=Very Unlikely, 10=Very Likely)
1 Look and Feel - Appeal	Please rate the visual appeal of this site.	19 Satisfaction - Overall	What is your overall satisfaction with this site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	23 Return	How likely are you to return to medicaid.gov in the future?
2 Look and Feel - Balance	Please rate the balance of graphics and text on this site.	20 Satisfaction - Expectations	How well does this site meet your expectations ? <i>(1= Falls Short, 10=Exceeds)</i>		Recommend (1=Very Unlikely, 10=Very Likely)
3 Look and Feel - Readability	Please rate the readability of the pages on this site.	21 Satisfaction - Ideal	How does this site compare to an ideal website ? <i>(1=Not Very Close, 10=Very Close)</i>	24 Recommend	How likely are you to recommend Medicaid.gov to someone else?
	Site Performance (1=Poor, 10=Excellent, Don't Know)				Primary Resource (1=Very Unlikely, 10=Very Likely)
4 Site Performance - Loading	Please rate how quickly pages load on this site.			21 Primary Resource	How likely are you to use this site as your primary resource for getting information on Medicaid ?
5 Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.				
6 Site Performance - Completeness	Please rate how completely the page content loads on this site.				
	Navigation (1=Poor, 10=Excellent, Don't Know)				
7 Navigation - Organized	Please rate how well this site is organized .				
8 Navigation - Options	Please rate the options available for navigating this site.				
9 Navigation - Layout	Please rate how well the site layout helps you find what you need .				
	Information Browsing (1=Poor, 10=Excellent, Don't Know)				
10 Information Browsing - Sort	Please rate the ability to sort information by criteria that are important to you on this site.				
11 Information Browsing - Narrow	Please rate the ability to narrow choices to find the information you are looking for on this site.				
12 Information Browsing - Features	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)				
13 Site Information - Thoroughness	Please rate the thoroughness of information provided on this site.				
14 Site Information - Understandable	Please rate how understandable this site's information is.				
15 Site Information - Answers	Please rate how well the site's information provides answers to your questions .				

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QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
JHR7446Q001	Primary Reason		What was your primary reason for visiting the website?	Federal policy or program information for Medicaid or CHIP State-specific policy or program information for Medicaid or CHIP COVID-19 information and/or policy details Federal Medicaid or CHIP guidance (regulation, SHO and SMD policy letters, etc.) Medicaid or CHIP data Section 1115 demonstration or other waiver information Other (Please specify)		Y	Radio button, one-up vertical	Skip Logic Group*	Primary Reason
JHR7446Q002	A		Please explain your primary reason for visiting the website. (Please refrain from entering personal information.)			N	Text field, <100 char	Skip Logic Group*	Primary Reason - Other
SZA0405901			Did you find what you were looking for?	Yes No	B C	Y	Radio button, one-up vertical	Skip Logic Group*	Info Found
SZA0405902	B		Was the information you found useful?	Yes No	C D	Y	Radio button, one-up vertical	Skip Logic Group*	Info Useful
SZA0405903	C		Please describe what you were looking for but couldn't find. (Please refrain from entering personal information.)			N	Text area, no char limit	Skip Logic Group*	OE Info Not Found
SZA0405904	D		Please describe what was not useful about the information you found. (Please refrain from entering personal information.)			N	Text area, no char limit	Skip Logic Group*	OE Info Not Useful
JHR7446Q003	Role		Which of these best describes you?	Federal employee State government employee Local government employee Specially officer Academic researcher Media Healthcare policy analyst Intergovernmental liaison Professional healthcare provider (doctor, physician assistant, nurse, etc.) Individual looking for Medicaid coverage information for myself or another person. Research institute or association Law firm National state government association (Executive Branch) National state government association (Legislative Branch) National local government association (county) National local government association (city/municipal) National healthcare policy association Other		Y	Radio button, one-up vertical		Role
JHR7446Q004			What best describes your organization?			Y	Radio button, one-up vertical		Organization
SZA0405905	A		Please describe your organization. (Please refrain from entering personal information.)			N	Text field, <100 char	Skip Logic Group*	OE Organization Other
JHR7446Q005			How did you look for information or navigate the site today? (Please select all that apply.)	Top navigation bar Middle navigation bar Search feature Clicked on links on the page Page bookmark or favorite link Site map Google or other search engine Other (Please specify) Don't recall		Y	Checkbox, one-up vertical	Skip Logic Group*	Navigation Method
JHR7446Q006	A		Please tell us how else you looked for information. (Please refrain from entering any personal information.)			N	Text field, <100 char	Skip Logic Group*	Navigation Method - Other
JHR7446Q007	Y		Please tell us about your experience with the site's search feature today. (Please select all that apply.)	Results were not relevant/not what I wanted Too many results/needed to refine my search Not enough results Received NO results Received error message(s) Search speed was too slow I experienced a different search issue: I had no difficulty with search/results were helpful		Y	Checkbox, one-up vertical	Randomize Skip Logic Group*	Search Experience
JHR7446Q008	C		Please specify the search issue you experienced. (Please refrain from entering any personal information.)			N	Text area, no char limit	Skip Logic Group*	Search Issue - Other
JHR7446Q009	X		Did you try using the site's navigational links before using the search feature today?	Yes, I navigated first No, I went straight to the search feature Don't recall		Y	Radio button, one-up vertical	Skip Logic Group*	Search or Nav First
JHR7446Q010	Z		Did the search feature help you to locate what you were looking for today?	Yes Partially No	B B B	Y	Radio button, one-up vertical	Skip Logic Group*	Search Help Locate
JHR7446Q011	B		Please describe in detail what you were primarily searching for. (Please refrain from entering any personal information.)			N	Text area, no char limit	Skip Logic Group*	Search Detail OE
JHR7446Q012			How would you describe your browsing experience on the site today? (Please select all that apply.)	Links often did not take me where I expected I had difficulty finding relevant information Links and labels were difficult to understand There were too many links or navigation options to choose from I had technical difficulties (error messages, broken links, etc.) I could not navigate back to previous information I had a different navigation difficulty I had no difficulty navigating the site	L U T A	Y	Checkbox, one-up vertical	Skip Logic Group*	Navigation Experience
JHR7446Q013	A		Please specify your navigation difficulty. (Please refrain from entering personal information.)			N	Text area, no char limit	Skip Logic Group*	Navigation Experience - Other
JHR7446Q014	L		Please describe any specific navigational links or paths that did not take you where they should have. (Please refrain from entering personal information.)			N	Text area, no char limit	Skip Logic Group*	Navigation Not Expected OE
JHR7446Q015	U		What specific links or labels were difficult to understand? (Please refrain from entering personal information.)			N	Text area, no char limit	Skip Logic Group*	Nav Links and Labels OE
JHR7446Q016	T		Please describe the technical difficulty you encountered (include as much detail as possible). (Please refrain from entering personal information.)			N	Text area, no char limit	Skip Logic Group*	Navigation Technical Issue OE
JHR7446Q017			Which of the following issues, if any, did you experience while reviewing information? (Please select all that apply.)	Information was not up to date Information did not answer my questions Information was not presented in a concise format Wording was not clear Text was difficult to read Other (please specify) I did not experience any issues while reviewing information		Y	Checkbox, one-up vertical	Skip Logic Group*	Information Issues
JHR7446Q018	A		Please describe the issue you experienced reviewing information. (Please refrain from entering personal information.)			N	Text area, no char limit	Skip Logic Group*	Other Information Issues
JHR7446Q019	B		What information were you looking for that you could not find? (Please refrain from entering personal information.)			N	Text area, no char limit	Skip Logic Group*	Information Looking For
JHR7446Q020			In which state/territory do you live?	Alabama Alaska American Samoa Arizona Arkansas California Colorado Connecticut Delaware District of Columbia Florida Georgia Guam Hawaii Idaho Illinois Indiana Iowa Kansas Kentucky Louisiana Maine Maryland Massachusetts Michigan Minnesota Mississippi Missouri Montana Nebraska Nevada New Hampshire New Jersey New Mexico New York North Carolina North Dakota Northern Mariana Islands Ohio Oklahoma Oregon		Y	Drop down, select one		State

			Pennsylvania Puerto Rico Rhode Island South Carolina South Dakota Tennessee Texas U.S. Virgin Islands Utah Vermont Virginia Washington West Virginia Wisconsin Wyoming The outside of the United States Prefer not to respond				
SZAD05906		How often do you visit our site?	Every 6 months or less About once a month About once a week Daily More than once a day Prefer not to respond	Y	Drop down, select one		Visit Frequency Overall
JHR7446Q021	Visit Frequency	How often do you visit our site using a mobile device?	Every 6 months or less About once a month About once a week Daily More than once a day Have never accessed the site using a mobile device	Y	Drop down, select one		Mobile Visit Frequency
JHR7446Q022		Are you affiliated with an American Indian/Alaskan Native Tribe?	Yes No Prefer not to respond	Y	Drop down, select one		Native Tribe Affiliation
JHR7446Q023	OE_Improve Experience	What else would you like to share with us to help improve your online experience with the medicaid.gov site? (Please refrain from entering any personal information.)	Prefer not to respond	Y	Text area, no char limit		Improve
new		Would you like to be contacted by a CMS representative? (If so, a contact form will display upon completion of the survey.)	Yes No	Y	Drop down, select one		Contact

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QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
JHR7446Q001	Primary Reason		What was your primary reason for visiting the website?	Federal policy or program information for Medicaid or CHIP State-specific policy or program information for Medicaid or CHIP COVID-19 information and/or policy details Federal Medicaid or CHIP guidance (regulation, SHO and SMD policy letters, etc.) Medicaid or CHIP data Section 1115 demonstration or other waiver information Other (Please specify)		Y	Radio button, one-up vertical	Skip Logic Group*	Primary Reason
JHR7446Q002	A		Please explain your primary reason for visiting the website. (Please refrain from entering personal information.)			N	Text field, <100 char	Skip Logic Group*	Primary Reason - Other
SZA0405901			Did you find what you were looking for?	Yes No	B C	Y	Radio button, one-up vertical	Skip Logic Group*	Info Found
SZA0405902	B		Was the information you found useful?	Yes No	C D	Y	Radio button, one-up vertical	Skip Logic Group*	Info Useful
SZA0405903	C		Please describe what you were looking for but couldn't find. (Please refrain from entering personal information.)			N	Text area, no char limit	Skip Logic Group*	OE Info Not Found
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JHR7446Q004			What best describes your organization?			Y	Radio button, one-up vertical		Organization
SZA0405905	A		Please describe your organization. (Please refrain from entering personal information.)			N	Text field, <100 char	Skip Logic Group*	OE Organization Other
JHR7446Q005			How did you look for information or navigate the site today? (Please select all that apply.)	Top navigation bar Middle navigation bar Search feature Clicked on links on the page Page bookmark or favorite link Site map Google or other search engine Other (Please specify) Don't recall		Y	Checkbox, one-up vertical	Skip Logic Group*	Navigation Method
JHR7446Q006	A		Please tell us how else you looked for information. (Please refrain from entering any personal information.)			N	Text field, <100 char	Skip Logic Group*	Navigation Method - Other
JHR7446Q007	Y		Please tell us about your experience with the site's search feature today. (Please select all that apply.)	Results were not relevant/not what I wanted Too many results/needed to refine my search Not enough results Received NO results Received error message(s) Search speed was too slow I experienced a different search issue: I had no difficulty with search/results were helpful		Y	Checkbox, one-up vertical	Randomize Skip Logic Group*	Search Experience
JHR7446Q008	C		Please specify the search issue you experienced. (Please refrain from entering any personal information.)			N	Text area, no char limit	Skip Logic Group*	Search Issue - Other
JHR7446Q009	X		Did you try using the site's navigational links before using the search feature today?	Yes, I navigated first No, I went straight to the search feature Don't recall		Y	Radio button, one-up vertical	Skip Logic Group*	Search or Nav First
JHR7446Q010	Z		Did the search feature help you to locate what you were looking for today?	Yes Partially No	B B B	Y	Radio button, one-up vertical	Skip Logic Group*	Search Help Locate
JHR7446Q011	B		Please describe in detail what you were primarily searching for. (Please refrain from entering any personal information.)			N	Text area, no char limit	Skip Logic Group*	Search Detail OE
JHR7446Q012			How would you describe your browsing experience on the site today? (Please select all that apply.)	Links often did not take me where I expected I had difficulty finding relevant information Links and labels were difficult to understand There were too many links or navigation options to choose from I had technical difficulties (error messages, broken links, etc.) I could not navigate back to previous information I had a different navigation difficulty I had no difficulty navigating the site	L U T A	Y	Checkbox, one-up vertical	Skip Logic Group*	Navigation Experience
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JHR7446Q014	L		Please describe any specific navigational links or paths that did not take you where they should have. (Please refrain from entering personal information.)			N	Text area, no char limit	Skip Logic Group*	Navigation Not Expected OE
JHR7446Q015	U		What specific links or labels were difficult to understand? (Please refrain from entering personal information.)			N	Text area, no char limit	Skip Logic Group*	Nav Links and Labels OE
JHR7446Q016	T		Please describe the technical difficulty you encountered (include as much detail as possible). (Please refrain from entering personal information.)			N	Text area, no char limit	Skip Logic Group*	Navigation Technical Issue OE
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JHR7446Q019	B		What information were you looking for that you could not find? (Please refrain from entering personal information.)			N	Text area, no char limit	Skip Logic Group*	Information Looking For
JHR7446Q020			In which state/territory do you live?	Alabama Alaska American Samoa Arizona Arkansas California Colorado Connecticut Delaware District of Columbia Florida Georgia Guam Hawaii Idaho Illinois Indiana Iowa Kansas Kentucky Louisiana Maine Maryland Massachusetts Michigan Minnesota Mississippi Missouri Montana Nebraska Nevada New Hampshire New Jersey New Mexico New York North Carolina North Dakota Northern Mariana Islands Ohio Oklahoma Oregon		Y	Drop down, select one		State

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SZAD05906		How often do you visit our site?	Every 6 months or less About once a month About once a week Daily More than once a day Prefer not to respond	Y	Drop down, select one		Visit Frequency Overall
JHR7446Q021	Visit Frequency	How often do you visit our site using a mobile device?	Every 6 months or less About once a month About once a week Daily More than once a day Prefer not to respond	Y	Drop down, select one		Mobile Visit Frequency
JHR7446Q022		Are you affiliated with an American Indian/Alaskan Native Tribe?	I have never accessed the site using a mobile device Yes No Prefer not to respond	Y	Drop down, select one		Native Tribe Affiliation
JHR7446Q023	OE_Improve Experience	What else would you like to share with us to help improve your online experience with the medicaid.gov site? (Please refrain from entering any personal information.)	Prefer not to respond	Y	Text area, no char limit		Improve

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JHR7446Q002	A		Please explain your primary reason for visiting the website. (Please refrain from entering personal information.)			N	Text field, <100 char	Skip Logic Group*	Primary Reason - Other
	new		Did you find what you were looking for?	Yes	B	Y	Radio button, one-up vertical	Skip Logic Group*	Info Found
	new		Was the information you found useful?	Yes	C	Y	Radio button, one-up vertical	Skip Logic Group*	Info Useful
	new		Please describe what you were looking for but couldn't find. (Please refrain from entering personal information.)	Yes	D	N	Text area, no char limit	Skip Logic Group*	Info Not Found
	new		Please describe what was not useful about the information you found. (Please refrain from entering personal information.)	Yes	E	N	Text area, no char limit	Skip Logic Group*	Info Not Useful
JHR7446Q003	Role		Which of these best describes you?	Federal employee State government employee Local government employee Special official Academic researcher Media Healthcare policy analyst Intergovernmental liaison Professional healthcare provider (doctor, physician assistant, nurse, etc.) Individual looking for Medicaid coverage information for myself or another person. Research institute or association Law firm National state government association (Executive Branch) National state government association (Legislative Branch) National local government association (county) National local government association (city/municipal) National healthcare policy association Other		Y	Radio button, one-up vertical		Role
JHR7446Q004			What best describes your organization?			Y	Radio button, one-up vertical		Organization
	new		Please describe your organization. (Please refrain from entering personal information.)		A	N	Text field, <100 char	Skip Logic Group*	Organization Other
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				Don't recall	A				
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					U			Randomize	
					T			Anchor Answer Choice	
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JHR7446Q014	L		Please describe any specific navigational links or paths that did not take you where they should have. (Please refrain from entering personal information.)			N	Text area, no char limit	Skip Logic Group*	Navigation Not Expected OE
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new		How often do you visit our site?	Every 6 months or less About once a month About once a week Daily More than once a day I have never accessed the site using a mobile device Yes No Prefer not to respond	Y	Drop down, select one	Visit Frequency Overall
JHR7446Q021	Visit Frequency	How often do you visit our site using a mobile device?	Every 6 months or less About once a month About once a week Daily More than once a day I have never accessed the site using a mobile device	Y	Drop down, select one	Mobile Visit Frequency
JHR7446Q022		Are you affiliated with an American Indian/Alaskan Native Tribe?	Yes No Prefer not to respond	Y	Drop down, select one	Native Tribe Affiliation
JHR7446Q023	OE_Improve Experience	What else would you like to share with us to help improve your online experience with the medicaid.gov site? (Please refrain from entering any personal information.)	Prefer not to respond	Y	Text area, no char limit	Improve

			Mississippi				
			Missouri				
			Montana				
			Nebraska				
			Nevada				
			New Hampshire				
			New Jersey				
			New Mexico				
			New York				
			North Carolina				
			North Dakota				
			Northern Mariana Islands				
			Ohio				
			Oklahoma				
			Oregon				
			Pennsylvania				
			Puerto Rico				
			Rhode Island				
			South Carolina				
			South Dakota				
			Tennessee				
			Texas				
			U.S. Virgin Islands				
			Utah				
			Vermont				
			Virginia				
			Washington				
			West Virginia				
			Wisconsin				
			Wyoming				
			I live outside of the United States				
JHR7446Q021	Visit Frequency	How often do you visit our site using a mobile device?	Prefer not to respond		Y	Drop down, select one	Visit Frequency
			Every 6 months or less				
			About once a month				
			About once a week				
			Daily				
			More than once a day				
JHR7446Q022		Are you affiliated with an American Indian/Alaskan Native Tribe?	I have never accessed the site using a mobile device		Y	Drop down, select one	Native Tribe Affiliation
			Yes				
			No				
JHR7446Q023	DE_Improve Experience	What else would you like to share with us to help improve your online experience with the medicaid.gov site? (Please refrain from entering any personal information.)	Prefer not to respond		Y	Text area, no char limit	improve