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Subject: Non-Substantive Change Request – Health Insurance Exchange Consumer Experience Surveys: Qualified Health Plan Enrollee Experience Survey

This non-substantive change request updates the data collection protocol associated with the Qualified Health Plan Enrollee Experience Survey (QHP Enrollee Survey) approved under OMB Control Number 0938-1221. The approved questionnaire is available in English, Spanish, and Chinese for use in a mixed-mode methodology that includes mail, telephone, and Internet survey modes. The English and Spanish questionnaires are available in all three modes of completion, while the Chinese questionnaire is available to be completed via mail and telephone. This memo outlines CMS's request for approval to implement the Chinese Internet survey mode.

BACKGROUND

Section 1311(c)(4) of the Patient Protection and Affordable Care Act directs the Department of Health and Human Services Secretary to develop quality ratings and assess enrollee satisfaction with each QHP offered through the Health Insurance Exchanges. In 2011, the CMS established the QHP Enrollee Survey and the Quality Reporting System to compute measures from survey data and administrative data, respectively. Currently, the QHP Enrollee Survey must be administered in English and Spanish by mail, internet, and telephone. The QHP Enrollee Survey may also be administered in Chinese via mail and telephone modes.

In 2023, CMS conducted interviews with QHP issuers and consumers, authorized under OMB control number 0938-1185. CMS received positive feedback on implementing the Chinese Internet survey. As a result, CMS is requesting approval to implement the Chinese Internet survey. This change will allow Chinese-speaking enrollees an additional mode of completing the QHP Enrollee Survey.

OVERVIEW OF REQUESTED CHANGES

CMS is requesting to implement the Chinese Internet questionnaire (Attachment A). This version of the survey was created using the existing Chinese mail questionnaire. With the introduction of the Chinese Internet survey, CMS will also implement an email protocol, which would follow the same requirements as the English and Spanish protocols authorized under OMB Control Number 0938-1221. Survey vendors will send a notification email (Attachment B) and two reminder emails (Attachment C) during the fielding period to inform Chinese-speaking enrollees of the

option to complete the survey via Internet.

ATTACHMENTS

- Attachment A. Chinese Internet Survey Questionnaire
- Attachment B. Chinese Notification Email
- Attachment C. Chinese Reminder Email