

CMS Manual System	Department of Health & Human Services (DHHS)
Pub 100-20 One-Time Notification	Centers for Medicare & Medicaid Services (CMS)
Transmittal 11728	Date: December 2, 2022
	Change Request 12962

SUBJECT: Medicare Administrative Contractors (MACs) Updating Their Systems to Integrate with Call Center Post-Transaction Feedback Collection from Providers – Implementation

I. SUMMARY OF CHANGES: The purpose of this Change Request (CR) is to instruct Medicare Administrative Contractors (MACs) to update their call center systems to give providers the option to leave feedback at the end of a telephone interaction.

EFFECTIVE DATE: January 2, 2023

**Unless otherwise specified, the effective date is the date of service.*

IMPLEMENTATION DATE: February 28, 2023

Disclaimer for manual changes only: The revision date and transmittal number apply only to red italicized material. Any other material was previously published and remains unchanged. However, if this revision contains a table of contents, you will receive the new/revised information only, and not the entire table of contents.

II. CHANGES IN MANUAL INSTRUCTIONS: (N/A if manual is not updated)

R=REVISED, N=NEW, D=DELETED-Only One Per Row.

R/N/D	CHAPTER / SECTION / SUBSECTION / TITLE
N/A	N/A

III. FUNDING:

For Medicare Administrative Contractors (MACs):

The Medicare Administrative Contractor is hereby advised that this constitutes technical direction as defined in your contract. CMS does not construe this as a change to the MAC Statement of Work. The contractor is not obligated to incur costs in excess of the amounts allotted in your contract unless and until specifically authorized by the Contracting Officer. If the contractor considers anything provided, as described above, to be outside the current scope of work, the contractor shall withhold performance on the part(s) in question and immediately notify the Contracting Officer, in writing or by e-mail, and request formal directions regarding continued performance requirements.

IV. ATTACHMENTS:

One Time Notification

Attachment - One-Time Notification

Pub. 100-20	Transmittal: 11728	Date: December 2, 2022	Change Request: 12962
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SUBJECT: Medicare Administrative Contractors (MACs) Updating Their Systems to Integrate with Call Center Post-Transaction Feedback Collection from Providers – Implementation

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I. GENERAL INFORMATION

A. Background: In 2019, the Provider Communications Group (PCG) (we) started the Medicare Administrative Contractor (MAC) (you) Customer Experience Project to measure, better understand and improve the interactions you have with Medicare providers. The project's first phase collects feedback from your websites, portals, and written correspondence. The second phase will collect post-transaction contact center feedback.

We developed a contact center post-transaction feedback approach and a technology design solution. This request describes the process and technology changes you'll need to make.

Assumptions

- The requirements below apply to PCSP services your Provider Contact Centers (PCCs) offer, across all jurisdictions.
- This solution is a foundational capability to start collecting contact center post-transaction feedback from providers. It's our intention to work with you to build on this foundational capability to transmit:
 - Call-related operational data at the time of transfer to make surveys more personal and relevant
 - Fuller operational data for all calls to combine with experience data for better analysis and action through closed-loop processes
- Refer to Attachment A "Definitions of Terms" for terms used in Business Requirements
- Refer to Attachment B "Estimated Implementation Schedule" for a high-level schedule of activities and target timeframes

B. Policy: N/A

II. BUSINESS REQUIREMENTS TABLE

"Shall" denotes a mandatory requirement, and "should" denotes an optional requirement.

Number	Requirement	Responsibility								
		A/B MAC			D M E M A C	Shared- System Maintainers				Other
		A	B	H H H		F I S S	M C S	V M S	C W F	
12962.1	<p>Caller Opt-In to Provide Feedback</p> <p>You shall modify call software to automatically offer all callers to opt-in to give feedback on their call center interaction experiences.</p>	X	X	X	X					
12962.1.1	<p>Caller Opt-In to Provide Feedback for Customer Service Representatives (CSR)</p> <p>You shall modify you call software for CSR supported calls to</p> <ul style="list-style-type: none"> prompt callers to press a pre-determined key sequence at any time during the call to take a feedback survey; or prompt callers to press a pre-determined key sequence or remain on the line after the CSR disconnects to take a feedback survey 	X	X	X	X					
12962.1.1.1	<p>Call Prompt for CSR</p> <p>You shall program this CSR feedback opt-in prompt for CSR calls when placed in the queue:</p> <ol style="list-style-type: none"> <i>To give feedback on your experience with our CSR say "yes" now or press *8 any time. Stay on the line after the CSR hangs up to go to the survey; or</i> <i>Stay on the line after our CSR disconnects to give feedback on your experience with this call</i> <p>You can customize the "yes" or *8 above for your system.</p>	X	X	X	X					
12962.1.1.2	<p>Call Prompt Timing (CSR)</p> <p>You shall program the opt-in prompt for CSR calls for the beginning of the interaction, after any standard greeting, but before callers are connected to the CSR.</p>	X	X	X	X					
12962.1.2	<p>Caller Opt-In to Provide Feedback for Interactive-Voice Response (IVR)</p> <p>You shall modify your call software for IVR-only supported calls to automatically prompt callers to</p>	X	X	X	X					

Number	Requirement	Responsibility									
		A/B MAC			D M E M A C	Shared- System Maintainers				Other	
		A	B	H H H		F I S S	M C S	V M S	C W F		
	press a pre-determined key sequence at any time during the call to show they want to take a feedback survey once their interaction(s) are done.										
12962.1.2 .1	<p>Call Prompt for IVR</p> <p>You shall program this IVR feedback opt-in prompt for IVR calls:</p> <p><i>Press *8 at any time to give feedback on your experience.</i></p> <p>You can customize the *8 above for your system.</p>	X	X	X	X						
12962.1.2 .2	<p>Call Prompt Timing (IVR)</p> <p>You shall program the opt-in prompt for IVR calls for the beginning of the interaction, after any standard greeting, but before the caller has chosen to get help through a main menu.</p>	X	X	X	X						
12962.1.3	<p>Caller Opt-In to Provide Feedback (IVR/CSR)</p> <p>You shall modify your call software for an IVR/CSR call to automatically prompt callers to show they want to take a feedback survey.</p>	X	X	X	X						
12962.1.3 .1	<p>Caller Opt-In to Provide Feedback (IVR/CSR, remain on IVR)</p> <p>You shall perform the same call software modifications for an IVR/CSR call if the caller stays in the IVR as for an IVR-only call (see Requirement 1.2).</p>	X	X	X	X						
12962.1.3 .2	<p>Caller Opt-In to Provide Feedback (IVR/CSR, convert to CSR)</p> <p>You shall modify your call software for an IVR/CSR call if the caller chooses CSR support to automatically prompt the callers (before connecting to the CSR to press a pre-determined key sequence any time during the call to show they want to take a feedback survey after CSR hang-up (see Requirement 1.1).</p>	X	X	X	X						
12962.1.3 .2.1	<p>Call Prompt Timing (IVR/CSR, convert to CSR)</p>	X	X	X	X						

Number	Requirement	Responsibility								Other
		A/B MAC		H H H	D M E M A C	Shared- System Maintainers				
		A	B			F I S S	M C S	V M S	C W F	
	You shall program the opt-in prompt for CSR calls converted from IVR for after the request to be transferred to a CSR, but before callers are connected to the CSR.									
12962.1.4	Opt-In Key-Sequence You shall use a key sequence no longer than 2 keys when a key-sequence must be used for callers to show they want to take a feedback survey.	X	X	X	X					
12962.1.5	Enabling or Disabling the Opt-In You shall program all opt-in prompts so we can instruct you to enable or disable them quickly (within 24 hours).	X	X	X	X					
12962.1.5 .1	Enabling the Opt-In You shall program all opt-in prompts to be able to be enabled: changing the call flow from one that doesn't offer the opt-in prompt to one that does offer the opt-in prompt.	X	X	X	X					
12962.1.5 .2	Disabling the Opt-In You shall program all opt-in prompts to be able to be disabled: changing the call flow from one that offers the opt-in prompt to one that doesn't offer the opt-in prompt.	X	X	X	X					
12962.2	Voice Transfer of Caller for Feedback (Overall) You shall modify your call software to transfer callers to complete a feedback survey, if they've shown they want to participate (for example, "opt-in").	X	X	X	X					
12962.2.1	Voice Transfer Routing You shall transfer calls for callers using your chosen specific destination phone number or designated numeric transfer code representing that number."	X	X	X	X					
12962.2.2	Voice Transfer Technology Mechanism	X	X	X	X					

Number	Requirement	Responsibility								
		A/B MAC		H H H	D M E M A C	Shared- System Maintainers				Other
		A	B			F I S S	M C S	V M S	C W F	
	<p>You shall communicate the voice call transfer for callers to Verizon using one of two options:</p> <ol style="list-style-type: none"> 1. Takeback and Transfer (TNT) or 2. Session Initiation Protocol (SIP)-Refer 									
12962.2.2.1	<p>Voice Transfer Technology Mechanism (TNT)</p> <p>You shall modify your call software (if you choose TNT to perform the voice transfer) to perform the transfer by communicating a break-code and the destination phone number (or representative transfer code) to Verizon.</p> <p>Example: Use *8 as a break code and a 2 digit transfer code for the termination such as 01. A TNT Database will contain all the 2 digit transfer codes and related toll free outdials. Enter *8,01 (then the internet protocol (IP) IVR Application performs a TNT Database look up, and extends caller to the related 10 digit outdial or toll free# linked to that 2 digit transfer code 01.</p>	X	X	X	X					
12962.2.2.2	<p>Voice Transfer Technology Mechanism (SIP-Refer)</p> <p>You shall modify your call software (if you choose SIP-Refer to perform the voice transfer) to send a SIP Refer message with a header containing an IDDD or toll-free number to Verizon.</p> <p>Example: The Refer-To header must contain an IDDD or Toll-Free number in E.164 format. Here is example of SIP Refer message, (note the sample TFN that you transfer to is in 'Refer-To' field):</p> <p>REFER sip:b@atlanta.example.com SIP/2.0</p> <p>Via: SIP/2.0/UDP agenta.atlanta.example.com;branch=z9hG4bK2293940223</p> <p>To:</p> <p>From: ;tag=193402342</p>	X	X	X	X					

Number	Requirement	Responsibility									
		A/B MAC			D M E	Shared-System Maintainers				Other	
		A	B	H H H		F M V C	I C M W	S S S F			
	Call-ID: 898234234@agenta.atlanta.example.com CSeq: 93809823 REFER Max-Forwards: 70 Refer-To: 18551234567 Contact: sip:a@atlanta.example.com Content-Length: 0										
12962.2.3	Voice Transfer of Caller for Feedback (CSR) You shall modify your call software for a CSR-only supported call to transfer callers to a specific destination phone line to take the feedback survey.	X	X	X	X						
12962.2.3.1	Voice Transfer Timing (CSR) You shall perform the voice transfer for a CSR-only supported call after callers show they no longer need help and the CSR hangs up. Each MAC may handle indication of call conclusion differently.	X	X	X	X						
12962.2.4	Voice Transfer of Caller for Feedback (IVR) You shall modify your call software for an IVR-only supported call to transfer callers to a specific destination phone line to take the feedback survey.	X	X	X	X						
12962.2.4.1	Voice Transfer Timing (IVR) You shall perform the voice transfer for an IVR-only supported call through a “break-out” (using a key-press or voice command) any time during the call.	X	X	X	X						
12962.2.5	Voice Transfer of Caller for Feedback (IVR/CSR) You shall modify your call software for an IVR/CSR call to automatically perform the voice transfer for either possible call flow.	X	X	X	X						

Number	Requirement	Responsibility										
		A/B MAC			D M E M A C	Shared- System Maintainers				Other		
		A	B	H H H		F I S S	M C S	V M S	C W F			
12962.2.5 .1	Voice Transfer of Caller for Feedback (IVR/CSR), caller remains on IVR You shall modify your call software for call flow where the caller remains on the IVR, as shown in requirements 2.4 and 2.4.1.	X	X	X	X							
12962.2.5 .2	Voice Transfer of Caller for Feedback (IVR/CSR), caller transfers to CSR You shall modify your call software for alternative call flow where the caller transitions to CSR help, as shown in requirements 2.3 and 2.3.1.	X	X	X	X							
12962.2.5 .3	Voice Transfer of Caller for Feedback (IVR/CSR), different transfer endpoints You shall modify your call software for an IVR/CSR call to transfer to either of two different transfer endpoints, based on the where the call flow ends (either IVR or CSR). If callers stay in the IVR, then they'll be transferred to the IVR survey. If callers choose the CSR and end their interaction there, then they'll be transferred to the CSR survey.	X	X	X	X							
12962.2.6	Voice Transfer Message to Caller You shall modify your call software to play an automated message to callers, after the support experience has ended and before the transfer is initiated, asking them to stay on the line to be transferred to a feedback survey about their call center experience.	X	X	X	X							
12962.3	Changes to Processes You shall modify your processes and manuals to integrate with our chosen customer experience feedback vendor and phone system.	X	X	X	X							
12962.3.1	CSR Processes You shall adjust all CSR processes to support the change request (CR) software changes we're asking	X	X	X	X							

Number	Requirement	Responsibility									
		A/B MAC			D M E M A C	Shared- System Maintainers				Other	
		A	B	H H H		F I S S	M C S	V M S	C W F		
	for.										
12962.3.1 .1	Confirming Interaction Completion You shall adjust CSR procedures to confirm interactions are over to support call transfer to survey.	X	X	X	X						
12962.3.1 .2	Survey Influencing Your CSRs shall not ask for or suggest high satisfaction scores or otherwise try to influence survey responses.	X	X	X	X						
12962.4	Response Instructions and Communications You shall respond to this CR with a complete written response for how you'll meet the documented requirements.	X	X	X	X						
12962.4.1	Alternative Solutions or Approaches You shall give alternative approaches or solutions when you can't meet a requirement.	X	X	X	X						
12962.4.2	Response Submission You shall submit a formal delivery plan on how you will implement the solution based upon the requirements. The plan shall include: <ul style="list-style-type: none"> • estimated timeline to deliver • major activities involved • key dependencies • any known risks You shall send your response to MCE@cms.hhs.gov within 6 weeks of the issuance of this CR.	X	X	X	X						
12962.4.3	Ability to Meet Requirements You shall respond with your ability to meet all requirements.	X	X	X	X						
12962.4.3 .1	Inability to Meet Requirements	X	X	X	X						

Number	Requirement	Responsibility								
		A/B MAC		H H H	D M E M A C	Shared- System Maintainers				Other
		A	B			F I S S	M C S	V M S	C W F	
	You shall clearly identify any requirement(s) you can't meet and why you can't meet it.									
12962.4.4	Response Discussions You and your vendors shall work with us through email and meetings to discuss implementation plans.	X	X	X	X					
12962.4.5	Plan to Deliver You shall include a documented plan in your response including: an estimated timeline to deliver, major activities involved, key dependencies, and any known risks.	X	X	X	X					
12962.5	Communication You should let your providers know you'll offer a survey on your PCC and how they can access it.	X	X	X	X					

III. PROVIDER EDUCATION TABLE

Number	Requirement	Responsibility					
		A/B MAC		H H H	D M E M A C	C E D I	I
		A	B				
	None						

IV. SUPPORTING INFORMATION

Section A: Recommendations and supporting information associated with listed requirements: N/A

"Should" denotes a recommendation.

X-Ref Requirement Number	Recommendations or other supporting information:

Section B: All other recommendations and supporting information: N/A

V. CONTACTS

Pre-Implementation Contact(s): David Shellem, 443-838-8311 or David.shellem@cms.hhs.gov

Post-Implementation Contact(s): Contact your Contracting Officer's Representative (COR).

VI. FUNDING

Section A: For Medicare Administrative Contractors (MACs):

The Medicare Administrative Contractor is hereby advised that this constitutes technical direction as defined in your contract. CMS does not construe this as a change to the MAC Statement of Work. The contractor is not obligated to incur costs in excess of the amounts allotted in your contract unless and until specifically authorized by the Contracting Officer. If the contractor considers anything provided, as described above, to be outside the current scope of work, the contractor shall withhold performance on the part(s) in question and immediately notify the Contracting Officer, in writing or by e-mail, and request formal directions regarding continued performance requirements.

ATTACHMENTS: 2

ATTACHMENT A. Definition of Terms

Term	Definition	Context or Example
Call Software	The software application that is facilitating and controlling the conduct of the call with callers, for either IVR or CSR.	Examples: Cisco, Avaya
Caller	The person that initiated the call to the contractor and is seeking assistance on a Medicare or Medicaid related topic. This is typically a person that works for or represents a medical provider.	Examples: Hospital, nursing home, doctor's office
Contractor	The company or organization contracted to operate the call center-based support to medical providers.	Examples: Noridian, WPS
Customer Service Representative (CSR)	The person in the provider call center (PCC) receiving the incoming call and helping the caller.	N/A
Interactive Voice Response (IVR)	Voice recognition technology that lets callers navigate a menu and provide voice-based input in the context of an interaction.	N/A
IVR/CSR	A telephone line that offers the ability to interact with the call center via either an IVR or CSR. These calls typically start with IVR, but can be directed to a CSR based on request of the caller.	Examples: Pressing "0", asking for "Operator"
Prompt	An instructional phrase or sentence automatically given to callers through call software.	Example: Before connecting the caller to a CSR, "At the conclusion of your call, after the CSR hangs up, please stay on the line to complete a short satisfaction survey on how well we've satisfied your request."
(Voice) Transfer	The action of handing off a voice channel with an active interaction with a caller to a new endpoint to continue the interaction.	Transferring a call to a destination telephone line to maintain continuity with the caller.

ATTACHMENT B. Estimated Implementation Schedule

This attachment shows the estimated implementation schedule for call center feedback provider surveys, from contract kickoff to go-live.

Due to the expected variability around MAC contract execution and individual MAC software and process adjustments we request in this CR, we're giving these dates as a reasonable guide and target.

In your response to this CR, provide details on:

- (a) Whether you can meet this estimated schedule,
- (b) If not, why you can't, and
- (c) What alternative schedule is reasonable for you to meet?

Here are the high-level schedule activities and target timeframes or dates:

Milestone or Activity	Description	Target Date or Duration
Project Kickoff	The formal kickoff with all MACs (including your vendors) and us (including our vendors) following contract award.	October 24, 2022
Design	<p>The period when you and your vendors work with us individually to confirm detailed decisions and document the design to guide implementation of your call software and process changes.</p> <p>This includes design decisions and activities by your vendors to meet the requirements of this CR.</p> <p>The result is a documented design we accept before you start implementation. This is due within 6 weeks after the Project Kickoff.</p>	4 to 6 weeks
Implementation	<p>The period when you make changes to your call software and processes in the agreed-to design.</p> <p>This can include activities by your vendors.</p>	6 to 8 weeks
Testing	<p>The period to test, including:</p> <ul style="list-style-type: none"> • Integration or interface testing - to validate a single interface or integration between you and 1 other system or entity (for example, validate the call is successfully transferred between the MAC's IVR system to the survey platform) • End-to-end testing - to validate the full call flow and survey execution for a caller from call initiated to a MAC through survey completion • User acceptance testing - to validate that a system function works as intended from a user perspective. 	4 + weeks
Go-Live	The first day when the capability is live for callers.	No later than February 28, 2023