

Agent Alert



March 3, 2021

CAHPS Survey update

Approximately 1,500 MedicareBlue Rx and Group MedicareBlue Rx members, who have been enrolled in MedicareBlue Rx for six months or longer, will be randomly selected for the 2021 Medicare Consumer Assessment of Healthcare Providers and Systems (CAHPS) survey. The survey annually collects information about the quality of services provided through Medicare Advantage and Medicare prescription drug plan programs for the Centers for Medicare & Medicaid Services (CMS).

Selected members will receive the survey and be asked to respond related to their experience as a member of MedicareBlue Rx.

Survey administration process

Members selected to participate will receive a pre-survey notification letter in early March informing them that they have been selected to participate, and the actual surveys will be mailed in mid-March. Members who don't respond to the survey will receive a second survey by mail, and if the survey is still not completed, may also receive a phone call asking them to complete the survey over the phone. The cut-off date for submitting a 2021 survey is May 28. Member surveys received after this date will not be included in the results.

Survey vendors, plan sponsors and agents

The scope of what survey vendors, plan sponsors and agents can communicate with members participating in the survey is limited, however you can encourage members to respond to the survey.

Survey vendors, plan sponsors and agents are not allowed to:

- Ask beneficiaries CAHPS survey questions four weeks prior to and during the survey administration (generally between February 1 and July 1)
- Attempt to influence beneficiaries to respond to the survey in a particular way
- Imply that the plan, its personnel or its agents will be rewarded for positive feedback
- State or imply the plan's desired outcome
- Show or provide beneficiaries with the survey or cover letters before the survey is administered
- Offer incentives for participating in the survey

For more information on the survey, visit [Medicare's website](#). Results will be compiled by late summer and will be reported in the "Medicare & You" handbook and on [Medicare.gov](#) as part of the Star Ratings.

Questions? Call a Broker Help Desk

If you have questions, want to enroll an applicant by phone or help a member make a change, please contact the appropriate agent help line:

- MedicareBlue Rx pre-enrollment toll free at **1-866-464-3919**
- MedicareBlue Rx post-enrollment toll free at **1-866-849-2498**

Coverage is available to residents of the service area or members of an employer or union group and separately issued by one of the following plans: Wellmark Blue Cross and Blue Shield of Iowa*; Blue Cross and Blue Shield of Minnesota*; Blue Cross and Blue Shield of Montana*, a division of Health Care Service Corporation, a Mutual Legal Reserve Company; Blue Cross and Blue Shield of Nebraska*; Blue Cross Blue Shield of North Dakota*; Wellmark Blue Cross and Blue Shield of South Dakota*; and Blue Cross Blue Shield of Wyoming*.

*Independent licensees of the Blue Cross and Blue Shield Association.