



CENTER FOR BENEFICIARY CHOICES

MEMORANDUM

DATE: September 1, 2006

Memorandum to: All Part D Plan Sponsors

From: Cynthia Tudor, Ph.D., Director, Medicare Drug Benefit Group

Subject: New Data for Call Center Performance Metrics

As you are aware, the Department of Health and Human Services, Office of the Assistant Secretary for Planning and Evaluation (ASPE) resumed full call center surveillance at the beneficiary and pharmacy call centers on August 3, 2006. Currently, data have been collected and analyzed for the first two weeks of this surveillance period. Starting Friday, September 1, 2006, data from these recent two weeks (08/03/06 – 08/09/06 and 08/10/06 – 08/16/06) will be available for plans to preview via the HPMS Call Center Performance module, which is accessible by selecting “Contract Management” and then “Part D Performance Metrics” from the sidebar menu.

As a result of the many comments received during the previous surveillance period, CMS has refined the methodology used to analyze and report the Call Center Performance Metrics. The following changes have been made to this release of the HPMS Call Center Performance Metrics:

- Calls terminated by the plan while the interviewer was connected to a plan representative will now be defined as a completed call for the purpose of hold time calculations. Previously these calls were considered disconnections, but because a live CSR was reached before the call was terminated, these calls have been redefined as completed calls.
- Likewise, CMS has re-termed “Abandonment Rate” as “Disconnection Rate” since this rate is determined based on the number of calls in which the interviewer was disconnected. As noted above, calls disconnected after reaching a live CSR will be now considered completed and will not contribute toward the Disconnection Rate. Thus, only calls in which the interviewer is disconnected by the IVR system will count toward the disconnection rate.
- CMS has redefined the definitions of calls on hold longer than 10 minutes. Calls that are terminated due to hold times longer than 10 minutes will now have a hold time of 10:00 minutes applied to the call. Previously, hold times for these calls were extrapolated as 15:00 minutes minus any time spent navigating the IVR.

Full surveillance of the beneficiary and pharmacy call centers continued through August 31, 2006. Cumulative data for this four-week period will be used in the release of call center performance metrics during open enrollment. Data from the last two weeks of August will be shared with plans as soon as it becomes available.

We ask that Part D sponsors continue to examine their performance and use these data to help identify areas for continued improvement. Thank you for your participation in the Medicare prescription drug benefit. Your continued effort in making the Medicare Prescription Drug Benefit successful is appreciated by CMS. If you have any questions or comments about the data please contact Emerson Carvalho at emerson.carvalho@cms.hhs.gov.