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January 3, 2019

Sarah Way-Messer
Quality Improvement Manager
Care Wisconsin / Elder Care
1617 Sherman Ave
Madison, WI 53704

RE: 2019 Medicare CAHPS Survey for CMS contract H5209

Dear Ms. Way-Messer,

DataStat is most pleased to work with you as we conduct the 2019 Medicare Advantage & Prescription Drug Plan (MA&PDP) Consumer Assessment of Health Providers and Systems (CAHPS^{®1}) Survey for Care Wisconsin. DataStat and Care Wisconsin have entered into a three (3)-year agreement for DataStat to conduct the MA CAHPS survey beginning in 2017; this is the **third** and final year of the agreement.

Care Wisconsin's 2019 MA CAHPS project will consist of one sample of eligible patients enrolled in their MA&PDP CMS Contract H5209. The sample size for the survey is determined by the Centers for Medicare & Medicaid Services (CMS) and set at [REDACTED] cases; CMS will draw the sample and forward it to DataStat. Care Wisconsin has elected to oversample by [REDACTED], so the expected sample size will be [REDACTED] cases. Care Wisconsin will provide additional telephone numbers for the phone follow-up phase.


Care Wisconsin agrees to pay DataStat in the amount of [REDACTED] as a Set-up fee, and [REDACTED] as the field cost per case to conduct the MA CAHPS 2019 survey, for a [REDACTED] Invoicing for this project will be based on this estimate of total costs, adjusted for the actual number of field cases, as needed.

The **scope of work** is presented on the following pages: project-specific services first, then our standard survey services. Our invoicing schedule is half the cost upon execution of this agreement, to cover materials and postage, and the remaining half upon receipt of the final deliverables. Terms are net 30 days.

Please let me know if you have any questions. If this letter agrees with your understanding and expectations for the project, please sign and return one copy to me, by email, fax or mail.

Thank you very much for this opportunity to participate in what promises to be a very interesting project. We look forward to working with you!


Very truly yours,



Ellen Johnson
Health Care Research Manager



Signature


Printed Name



Date


Title

¹ CAHPS[®] is a registered trademark of the Agency for Healthcare Research and Quality (AHRQ).

Project Specifications: Care Wisconsin 2019 MA CAHPS Survey Project

DataStat will conduct the 2019 Medicaid Advantage and Prescription Drug Plan CAHPS (MA CAHPS) Survey Project on behalf of Care Wisconsin, using the specifications and protocol prescribed by CMS in the current version of the *MA&PDP CAHPS Survey Quality Assurance Protocols and Technical Specifications*. Data collection will follow a mixed-mode protocol, consisting of a pre-notification letter, two survey packet mailings, and telephone follow-up. All texts, mailing materials, and scripts will be provided by CMS, formatted and printed or programmed by DataStat, and approved by CMS. All translations will be done by CMS. Data will be submitted by DataStat to CMS at the close of the survey.

A. Sampling

- In 2019, HEALTH PLAN NAME will field one MAPD surveys for CMS contract H5209
- For the 2019 administration, per CMS, the sample sizes are as follows:
 - Minimum of [REDACTED] cases
 - MA-only and MAPD contracts: [REDACTED] cases, or all eligible cases, if less than [REDACTED]
- Oversampling: [REDACTED]; total expected sample [REDACTED]
- Sample draw by CMS using January 2019 administrative data
- The sample shall be submitted to DataStat through the CMS Data Warehouse
- Sample processing in accordance with DataStat current standards and CMS guidelines
 - No Duplication will be conducted
- All sample cases received from CMS will be included in the survey project
- NCOA and telephone verification/update (land and cell)

B. Fieldwork

Materials

- Instrument:
 - MA-PDP. 12-page booklet
 - CMS and DataStat logos
 - Name of health plan printed on back page
 - No supplemental items
- Pre-notification letter:
 - Standardized salutation: “Dear Medicare Beneficiary”
 - Letter text from CMS
 - CMS logo and CMS Privacy Officer signature
 - CMS logo on envelope
 - USPS Electronic address service
- Cover letters:
 - customized salutation
 - Letter text from CMS
 - DataStat and Care Wisconsin logo and signature
- Outgoing survey packet:
 - DataStat logo on envelope

Data collection protocol

- Mail: Pre-notification letter, 1st survey packet, 2nd survey packet
- Phone follow-up. 5 call attempts; additional 5 if proxy

Languages:

- English, with Spanish language materials on request at second mail and during phone follow-up
- Letters: English on customized front; Spanish text on front directing respondent to non-customized Spanish text on back with toll-free number to request Spanish language materials
- In-language mailings if language preference identifier available

Completion criteria:

- Per MA CAHPS QAP guidelines

Respondent support:

- Toll-free respondent support line: English and Spanish
- Alternate language requests received via toll-free line
- Answered live: 9am – 8pm ET

C. Reporting

- Project plan and schedule for data collection is determined by CMS
- Status updates throughout the field period
- Dataset meeting all layout and submission specifications submitted to CMS on or before deadline
- One standard overview report per sample displaying current year results
- Reporting in English, delivered electronically in pdf format
- All records and returned, completed surveys retained per MA CAHPS requirements
- No member-level data may be delivered to plans
- DataStat shall retain electronic records of the project for a period of three (3) years. All survey results with client data shall be destroyed after the retention period

D. Data Collection Timeline

Data collection timeframes and protocols will be in accordance with specifications and standards in the CMS MA CAHPS Survey vendor materials. The 2019 timeline for administration is shown below.

Project Timetable. This timetable summarizes project tasks as well as their sequence and timing. Dates shown may be revised based on changing requirements or unforeseen circumstances.

<i>Start</i>	<i>End</i>	<i>Task</i>
	12/3/2018	Plan completes online request for contract-level oversampling
	12/3/2018	Plan sends selected supplemental items to DataStat
	12/5/2019	Plans complete online survey vendor authorization
	12/6/2019	DataStat submits supplemental items to CMS for approval
	Early January	CMS draws samples
	1/18/2019	Health plan logos due to DataStat
	2/14/2019	DataStat receives selected sample from CMS
	2/7/2019	All mail materials finalized by DataStat, approved by CMS
2/14/2019	2/21/2019 [*]	DataStat prepares sample for mailing
1/18/2019	2/21/2019	DataStat prepares materials for mailing
	3/7/2019	Pre-notification mailing
3/13/2019	3/14/2019	1st Questionnaire mailing
4/3/2019	4/4/2019	2nd Questionnaire mailing
4/24/2019	4/30/2019	Initiate telephone follow-up
4/30/2019	5/2/2019	Submit interim data files
5/1/2019	5/31/2019	Continue telephone follow-up
	5/31/2019	Mail and phone field close/Data reconciliation
5/31/2019	6/18/2019	Data cleaning and prep for submission
6/18/2019	6/20/2019	Submit data files to CMS
6/25/2019	6/27/2019	Submit MMP supplemental items to RAND

Standard Services and Protocols

Services and protocols described below apply to all survey projects unless otherwise stated in the Project Specifications.

A. Sampling

1. The sample frame file shall be submitted to DataStat in a prescribed standard format with fixed fields, fixed length records, and no delimiters. All required data file elements must be included in the sample frame. A data file layout shall accompany the sample frame.
2. The sample frame shall be submitted to DataStat through the DataStat Transfer Center – a website utilizing 256-bit encryption through SSL to securely transfer files using a web browser, or on physical media (CD-ROM, diskette)
3. Upon receiving the sample frame representing all eligible enrollment data files, DataStat will check the file for accuracy and completeness, and will review and refine it for appropriateness as a sampling frame. DataStat will work with Client staff to resolve any sample frame data file problems, as needed.
4. DataStat will de-duplicate the data files to ensure that each member is represented only once in the sampling frame.
5. From the set of all eligible members, a sample will be drawn using standard random or other selection procedures, per project specifications.
6. After the sample has been selected, DataStat will use a National Change of Address (NCOA) service to update address information.
7. Selected sample(s) will be de-duplicated to ensure that only one member per household appears.

B. Mail Data Collection -- If a project requires mail data collection, the following standards and protocols will apply.

8. Questionnaires will be formatted using DataStat's standard layout and design, which will produce an instrument of a length determined by project specifications.
9. Supplemental questions may be added to the questionnaire, if allowed by the survey protocol. We will work with the Client to arrive at the optimal language and placement for supplemental items, in accordance with any language, placement, and other protocol requirements.
10. Length of survey instruments is a key element in survey cost; DataStat will notify the Client to discuss any additional costs or timeline impact if the questionnaire layout results in an instrument longer than anticipated
11. Letter text will be based on project specifications. The length of the text will allow for DataStat's standard formatting and accommodate the use of the DataStat standard outgoing envelope. DataStat will work with the Client to revise the text of this letter, as needed.
12. Cover letters will be customized with the name and verified address of the selected member, and other customizations per project specifications.

13. Prior to producing final materials to be mailed, DataStat will provide the Client with examples of all materials for approval, if allowed by the survey sponsor

14. Using our in-house mail production equipment, and DataStat will create and mail to each individual in the sample their customized survey in a personalized survey packet with the following format:

a. Outgoing envelope:

- White, appropriately sized envelope provided by DataStat
- Black printing of Client name, DataStat return address, selected member's name and verified address and other customizations per project specifications
- First class postage imprint
- USPS "Electronic Address Service" used on the initial mail piece

b. Questionnaire:

- Formatted Microsoft Word file
- Printed in-house on white sheets of 11x17 paper, folded to produce a booklet per specified length
- Customized to individual member level with insertion of bar-coded tracking data

c. Cover letter:

- Laser printing, allowing for text insertions, member name and address, signature and other customizations per project specifications, printed in black
- Text per project specifications; length will accommodate DataStat's format requirements

d. Return envelope:

- Appropriately-sized, white return envelope with DataStat's address inserted into each outbound packet
- Business reply imprint on the return envelope, using DataStat's business reply account

15. As undeliverable surveys and alternate addresses are returned to DataStat by the postal service, DataStat will update internal records accordingly.

16. DataStat will cease all subsequent follow-up efforts to any individual having expressed a desire not to participate in the survey project.

17. As surveys are returned, DataStat will enter all received data into the appropriate computer system. After data entry has been completed, DataStat will conduct data cleaning and perform both format and outlier checks, according to DataStat standards.

18. Completeness testing will be conducted per project specifications.

C. Telephone Data Collection - If a project requires electronic telephone data collection (Computer Assisted Telephone interviewing or CATI), the following standards and protocols apply.

19 DataStat will program the Client's customized telephone survey for our Computer Assisted Telephone Interviewing (CATI) system.

20 DataStat will provide Client the programmed CATI instrument for previewing and approval, as needed and allowed, prior to fielding

21. DataStat will use a telephone number verification service to locate and update telephone numbers.

22 Consent to use all telephone numbers provided to DataStat by the Client to conduct the survey shall be assumed during electronic telephone data collection

23. All telephone numbers, regardless of source, will be screened prior to use in electronic telephone data collection to identify those which are associated with cell phones, in order to dial them appropriately and according to TCPA regulations.
24. Call attempts will be made to each sample case in the telephone follow-up database; calls will be distributed by our sample management system across daytimes, evenings and weekends to determine viability of the number.
25. Every effort will be made to interview difficult to reach respondents. This will include:
 - After determining that the telephone number in the sample database is incorrect, steps will be taken to find the correct number, up to and including accepting new telephone numbers for the respondent taken from another member of the household.
 - If a respondent is away from the household, a firm appointment will be made to attempt recontact when the respondent returns.
 - If a respondent is too ill at the time of the call, a firm appointment will be set to attempt recontact at a later date within the data collection period.
26. For survey projects requiring electronic telephone data collection, DataStat may, at our discretion, make use of subcontractors to assist in completing the required number of calls during the telephone field period. All such subcontractors have been vetted by DataStat and are subject to all provisions of our contracts with our Clients.

D. Web Data Collection - If a project requires electronic web-based data collection, the following standards and protocols will apply.

27. DataStat will program a website to administer the screening survey in English.
28. DataStat will offer the Client the opportunity to review the Web-based survey tool for final approval

E. Respondent Support

29. Throughout data collection, DataStat will maintain a project-specific, toll-free respondent assistance line from 9am to 8pm (EST) Monday through Friday. Calls outside these hours will be referred to voicemail.
30. The DataStat toll-free respondent assistance line will appear on mailed materials and will be available to telephone interviewers should it be requested by a respondent completing an interview via telephone
31. Alternate language or replacement survey requests may be collected via the toll-free respondent assistance line and/or incorporated into the data collection protocol per project specifications.
32. For survey projects requiring respondent support in languages other than English or Spanish, DataStat may, at our discretion, make use of subcontractors to assist in providing toll-free respondent support during data collection. All subcontractors have been vetted by DataStat and are subject to all provisions of our contracts with our Clients.

F. Deliverables and Reporting

33. DataStat shall provide the Client with a project plan. The plan shall include a detailed schedule showing major activities and deliverables and will adhere to all survey sponsor requirements. The plan and schedule will be developed by mutual agreement between the Client and DataStat, as possible.
34. On a periodic basis as appropriate, DataStat shall provide the Client with status reports. The schedule will be determined by project milestones and, when possible, by mutual agreement between the Client and DataStat. During the data collection period, reports shall include the total survey completes to date and a summary of sample dispositions resolved since the previous report was issued
35. After interviewing and data entry have been completed, a dataset will be prepared for the Client, as allowed. The dataset will include values for each questionnaire item by completed case and will be purged of any respondent identification information (i.e., name, address, and telephone number).
36. The dataset will be submitted in a choice of format (SAS, SPSS, Excel, etc), organized as a single record for each member composed of a string of fields containing data values. Weighting of the data is not included, but we can apply weights provided by the Client, at additional cost, if desired. A data file layout with defined labels and values will accompany each dataset.
37. Datasets delivered to an entity such as NCQA, CMS, RAND or other agency, shall be submitted on or before the required deadline using the prescribed format and the designated delivery pathway, per project specifications.
38. Banner book or graphical reporting, as allowed, will be conducted according to project specification. DataStat will work with the Client to develop and produce customized reports if the Client elects this option.
39. In all data presentations, such as banner books, overview reports, or graphical reports, any results or cells with less than 11 cases will be suppressed and replaced with 'NA', per CMS specifications.
40. DataStat will shred all returned questionnaires upon completion of the project, unless otherwise required by project specifications or other arrangements are made with the DataStat Project Manager.
41. DataStat shall retain electronic records of the project as described in the project specifications.