Program Memorandum **Intermediaries/Carriers**	**Department of Health and Human Services (DHHS)** **Centers for Medicare and Medicaid Services (CMS)**

Transmittal AB-01-94	Date: JULY 2, 2001

CHANGE REQUEST 1747

SUBJECT: **Profiling Medicare Contractor Call Centers**

This Program Memorandum (PM) describes the Centers for Medicare and Medicaid Services' (CMS), formerly the Health Care Financing Administration (HCFA), intent to profile Medicare provider contractor call centers, and in blended call centers the provider operations. Earlier this year, CMS made a series of site visits to selected call centers to learn how the installation of toll-free service has impacted the call center environment, and what customer service representative (CSR) training would help call centers meet increased demands. Information was collected through the completion of a profile by the call center managers. This profile should be completed by all call center managers, who have not already completed the survey when visited by CMS, within 45 days of the profile system coming online at www.callcenterprofile.net. This web site should be operational by the week of June 18, 2001. It will be the responsibility of the call center managers to access the site to determine its availability. The telephone metrics portion of the original profile has already been collected in AB-01-55, dated April 11, 2001, Change Request 1569.

This effort is designed to enhance CMS' understanding of how each call center serves their provider audience. This information will assist CMS in the development of tools and standards designed to benefit the call centers in resolving provider inquiries. Data will be collected in the following six areas: organization, call, staffing, technology, inquiry specific, and customer service and satisfaction. A brief description of the sections is provided below.

Organizational Information - The questions in this section are general, targeting basic organizational and contractual information.

Call Information – The questions in this section focus on provider call volume, priority, and resolution processing.

Staffing Information – The questions in this section focus on internal staffing structure, CSR training, and management process.

Technology Information – The questions in this section focus on software, hardware, and information technology infrastructure.

Inquiry Specific Information – The questions in this section focus on provider inquiries, including the most frequent topics being asked.

Customer Service & Satisfaction Information – The questions in this section focus on how your organization is working to reduce the number of inquiries and the collection of customer feedback.

This profile should not include any beneficiary inquiry related information.

During the administration period of this Online Call Center Profile, call center managers will be allowed unlimited access to give them the flexibility to complete the questions in multiple sessions. In addition, the profile is designed with a "Save and Continue" feature to allow information to be saved without having to complete the entire profile at one time. The estimated completion time of the profile is 1 to 2 hours.

CMS-Pub. 60AB

It is important that call center managers make sure that they have completed all sections of the profile prior to submission, and that they click on the **Submit** button to ensure transmission of information to CMS. After submission, the call center manger may not enter further information.

The effective date for this PM is July 2, 2001.

The implementation date for this PM is August 6, 2001.

These instructions should be implemented with your current operating budget.

This PM may be discarded after August 6, 2002.

If you have any questions, contact Paul Zawicki at (410) 786-2984.