





PHASE	1. RESEARCH	2. INVESTIGATE	3. SUBMIT	4. FINALIZE
GOAL	Understand data standards and CMS measures for data submission	Create a case for data models and how they will lead to optimal scoring	Submit healthcare records on behalf of many providers	Respond to targeted reviews and resolve low-scoring data submissions
ACTIONS	<ul style="list-style-type: none"> <li>Refers to latest information around program measures and specifications</li> <li>Reviews data.cms.gov to review download recent data sets</li> <li>Create new models based on measure and specification changes</li> </ul>	<ul style="list-style-type: none"> <li>Calls the Service Center and ask to speak with a Sr. Agent or Network Specialist regarding a specific hypothetical question</li> <li>Catalogs all conversations and research to build a case for data models</li> </ul>	<ul style="list-style-type: none"> <li>Contacts the Service Center with technical questions to support data submission</li> <li>Communicates back to providers the status of submission</li> </ul>	<ul style="list-style-type: none"> <li>Contacts the Service Center to understand score</li> <li>Contacts the Service Center to challenge score and resubmit</li> <li>Reviews data sets to understand errors</li> </ul>
FEELINGS	 Intrigued	 Strategic	 Pressured	 Upset
OPPORTUNITIES	<ul style="list-style-type: none"> <li>Policy insights and explanation of clauses. This might include policy questions previously answered by CMS from which other vendors and provider can benefit.</li> </ul>	<ul style="list-style-type: none"> <li>Live chat for advanced, technical issues</li> <li>Direct access to a team of policy experts at CMS</li> </ul>	<ul style="list-style-type: none"> <li>Links to submission guides organized by program and provider type</li> <li>Overview of the phases of submission and what to expect. Include "What you need to know" summary</li> <li>Quick links to known technical cases that CMS is working to resolve</li> </ul>	<ul style="list-style-type: none"> <li>Direct access to team of policy experts at CMS</li> <li>SMS text message status updates on questions</li> </ul>

