

CSAT COP /

# CSAT Intercept Survey

Quality Payment Program

September 2022

agilesix | HUGE

# Agenda

1. QPP Overview
2. Survey Goals
3. Stakeholder Collaboration
4. Approach & Demo
5. Results & Metrics

## Quality Payment Program (QPP)

- Regulatory compliance program
- Annual reporting cycle
- Applies to all clinicians that meet Medicare billing thresholds

## QPP HCD Team

- Centralized unit supporting most public-facing applications for program
- Researchers, Designers, Content Strategist, Developer
- Run Scrum led by PO and SM

## Who are QPP “Customers”?

- Clinicians
- Practice Administrators
- Hospital Administrators
- Third-Parties (Societies, Vendors, etc.)

CSAT COP /

# CSAT Survey Goals

- Expand to previously inaccessible audience
- Engage with users when using applications
- Find out why users are visiting the site
- Collect quantitative data at scale previously unavailable to our team

- Part of expansion into quantitative feedback
- Gain perspective on changes during cycle
- Component of CX Report

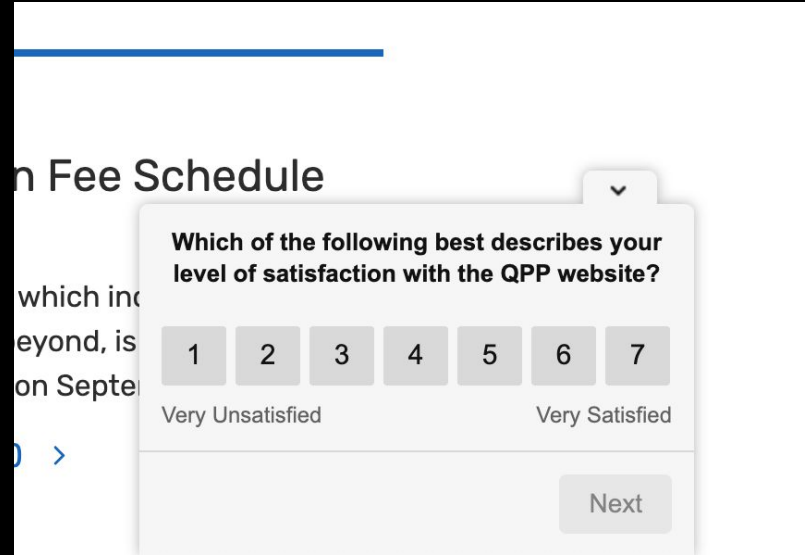
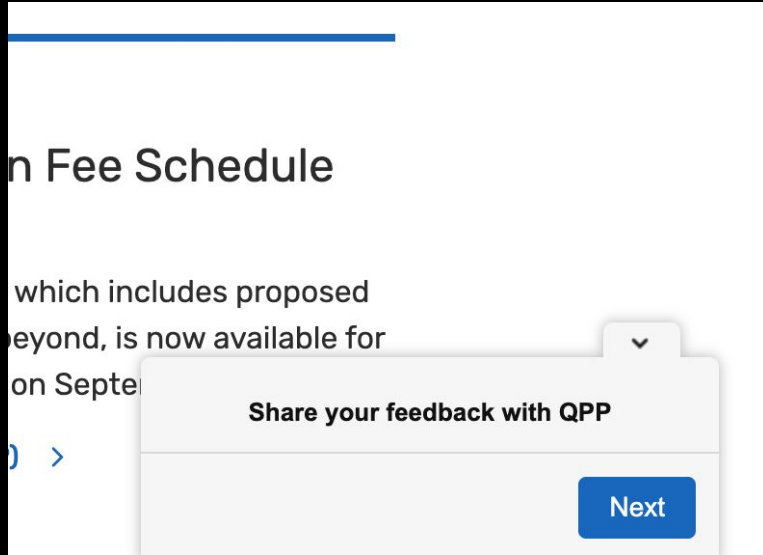


# Stakeholder Collaboration

- QPP Solutions Management Team (SMT)
- QPP Frontend Dev Team (FE)
- ISG Center for Excellence

CSAT COP /

# Approach & Demo



Tool: Hotjar

Which of the following best describes your level of satisfaction with the QPP website? (Likert)

Why did you visit the QPP website today? (Open)  
How easy or difficult was it for you to accomplish  
your goal on the QPP website today? (Likert)

How frequently do you visit the QPP website?

Which of the following best describes your current role?

Please share any additional comments or feedback regarding the QPP website.

## Learning & Challenges

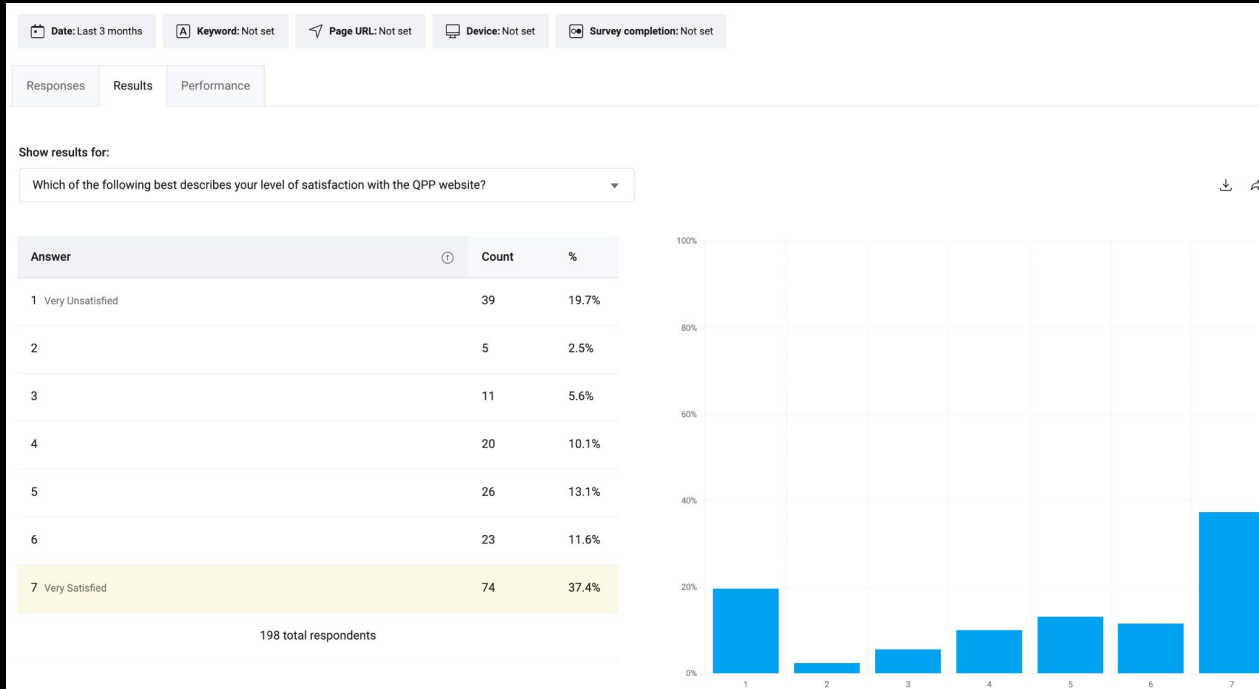
- Put the most important questions first
- Utilize as one component of broader CX strategy



# Results & Metrics

- 300 responses per quarter
- Monitored and deactivated when reached
- Allows us to compare parts of cycle

## CSAT COP / RESULTS & METRICS



Administrative users



**47** Program Managers  
**13** ACO Administrators  
**10** Compliance Managers

Third-party users



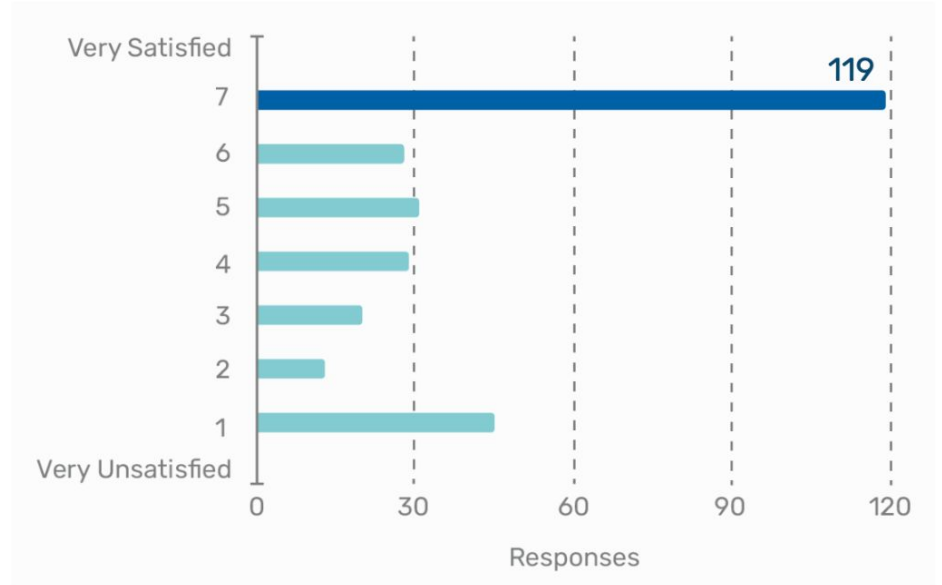
**10** Registries and QCDRs  
**18** Consultants

Other users

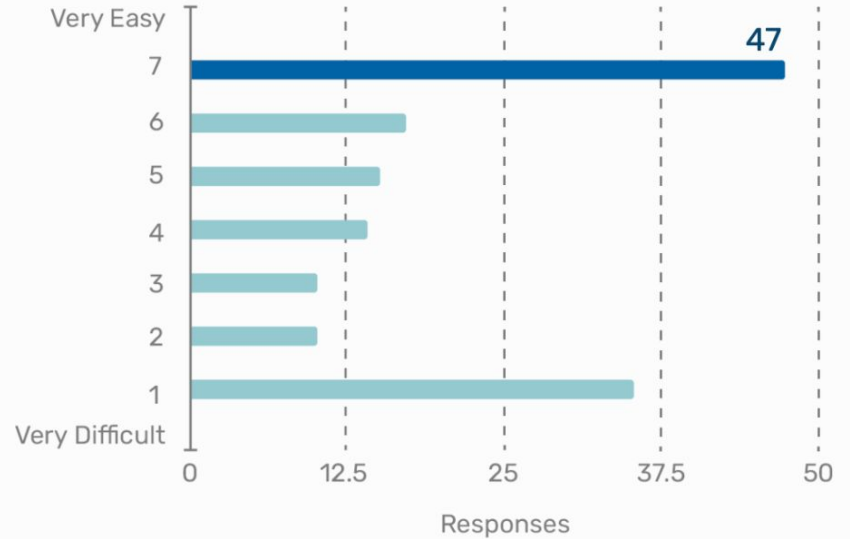


**20** Clinicians

Which of the following best describes your satisfaction with the QPP website?



How easy or difficult was it for you to accomplish your goal on the QPP website today?



- Compare across role type
- Compare across reason for visit

# Next Steps



- Continue to collect data throughout cycle
- Monitor responses for trends
- Identify opportunity for new research

# Questions?