

# CARE FOR OUR SENIORS ACT

## OVERSIGHT: IMPROVE SYSTEMS TO BE MORE RESIDENT-DRIVEN Publicly Reporting Customer Satisfaction in Nursing Homes

### Background

Nursing homes are the only Medicare health care provider in which the Centers for Medicare and Medicaid Services (CMS) collects and publicly reports quality data that does not include customer satisfaction. Hospitals, hospice, and home health collect customer satisfaction, which is part of their publicly reported data. A September 2020 [report](#) released by the Commission for Safety and Quality in Nursing Homes stressed the importance of collecting more data that includes satisfaction.

The American Health Care Association (AHCA) has advocated for years to add customer satisfaction to the government's Five-Star rating system to help potential residents and family members review the quality of a nursing home and guide consumer choice.

### Proposed Solution

**Collect and publicly report nursing home customer satisfaction among residents and family members.**

Adding nursing home satisfaction to [Care Compare](#), CMS' consumer website on Medicare providers, should include the following conditions:

- Federal preemption (either direct or through incentives) of existing state customer satisfaction collection and/or reporting requirements to prevent duplicative efforts and confusion
- Financial supports for surveys that provide full funding of regulatory requirements
- Focus on measuring what is important to the customer
- Separate surveys for short-stay patients, long-stay residents, and family members
- Appropriate frequency (e.g., short-stay patients: twice per year; long-stay residents: once per year) and exclusions
- Providers preview reports prior to public reporting

AHCA developed and recommends using a core set of customer satisfaction questions that allows the consistent measurement of satisfaction across all long term and post-acute care providers. The [CoreQ](#)—consisting of three questions for long-stay residents/family members and four for short-stay patients—has been independently tested as a valid and reliable measure of customer satisfaction. The CoreQ Short-Stay patient measure has been approved for use in rulemaking by CMS.

### Steps to Implement

- Incorporate into incentive payment programs such as the Value-Based Purchasing Program and Quality Reporting Program
- Supply higher reimbursement rates or funding increases based on consumer satisfaction results
- Use civil monetary penalty (CMP) funds to support implementation
- Provide training to nursing home staff on how to analyze and respond to customer satisfaction data
- Conduct focus group testing of residents and families to inform improvement efforts.

**Funded By:** Current CMS funding (budget neutral)