

Medicaid Quality Incentive Program – Scoring on Customer Satisfaction

Overview

Under the Medicaid nursing home reimbursement program changes adopted last year, nursing homes that enroll in the quality incentive program, may be eligible for incentive payments based on quality performance. These payments will come from a pool of not less than \$5 million. The first performance year began last July 1, 2020, and will end June 30, 2021. The first earned quality incentives will be paid to eligible nursing homes in a lump sum in February 2022. The quality incentive program will continue each subsequent year. [Click here for an information sheet that describes the Quality Incentive Program methodology.](#) **As discussed below, to qualify facilities will have to pay for the below customer satisfaction surveys [see the below chart for the cost]. While CMS still has not yet given final approval to this program, it is anticipated by Medicaid that it will be approved. In the event it is not approved, then quality incentives will not be available, but the facilities may have incurred the cost of the surveys.**

Among the nursing home quality measurements for the Alabama Medicaid Agency's Quality Incentive Program are those based on resident and family satisfaction. A facility may earn up to three points towards its total score based on residents and family members willingness to recommend the facility for care on the NRC Health Customer Satisfaction Survey. While participation in the Alabama Medicaid Agency's Quality Incentive Program is optional, to be eligible to participate, the nursing home must also participate in the Resident/Family Customer Satisfaction Survey.

Scoring on Customer Satisfaction

Nursing homes will be scored based on the combined responses of residents and families on the Core Q Willingness to Recommend Question: "In recommending this facility to your friends and family, how would you rate it overall?" Respondents can choose from excellent, very good, good, average and poor. This question is on the resident survey and the family survey.

To establish a baseline for facility improvement and familiarize all nursing homes with the NRC Health Customer Satisfaction Survey, for the fiscal year ending June 30, 2021, those nursing homes that participate in the survey and achieve a combined resident and family response rate of 30% or greater receive three points.

In the fiscal year ending June 30, 2022, facilities will be scored on their results for the Core Q Willingness to Recommend Question.

- Facilities that meet or exceed the national average for "Excellent" will receive 3 points.
- Facilities that meet or exceed the national average of the combined "Excellent, Very Good, and Good" will receive 2 points.
- Facilities that show 5% year-over-year improvement in their "Excellent" score will receive 1 point.
- Nursing homes must achieve a combined resident and family response rate of 30% or greater to be eligible for the points.

Each year, NRC Health will provide the Alabama Medicaid Agency with the national averages, each nursing home’s Core Q Willingness to Recommend Question results, year-over-year improvement percentage and response rate. Your overall survey results will not be shared with Medicaid and will only be shared with your facility.

Pricing

Each nursing home will have to pay for its survey if it wants to participate in this part of the Quality Incentive Program scoring. Your facility must participate in the resident/family survey, but the employee survey is optional. These are estimated prices for NRC Health’s Customer Satisfaction Survey.

Licensed Beds	Resident/Family Survey	Optional Employee
0-50	\$750	\$750
51-75	\$800	\$750
76-100	\$850	\$750
101-125	\$900	\$750
126-150	\$950	\$750
151-175	\$1,000	\$750
176-200	\$1,050	\$750
200+	\$1,100	\$750

These survey prices will allow you to survey all your residents and family members. The number of surveys will not be limited based on your facility’s bed size. You may also survey all your staff members if you select the optional employee survey.

Survey Timeline

- March 4 – Joint Webinar with ANHA – overview of program and incentives
 - https://nrchealth.zoom.us/webinar/register/WN_VlsqTg1YTHSgpeOFqE5N3A
- March 9 – NRC Kick-off Webinar – instructions on how to conduct NRC Health survey in your building
 - https://nrchealth.zoom.us/webinar/register/WN_L6ldycbKSy-2i6Kce4S7EQ
- March 31 – deadline for facilities to sign-up with NRC Health
 - https://nrchealth.com/wp-content/uploads/2021/02/2021-AL-Medicaid-Facility-Agreement_NRC-Health-Form.pdf
- April 9 – facility data files due to NRC Health
- April 30 – NRC Health mails surveys
- May 28 – deadline to return surveys to NRC Health
- June 18 – final cut off for NRC Health to process surveys
- July 9 – facilities receive reports

Contact NRC Health to Sign-up

[Click here to download](#) the NRC Health sign-up form. Complete the form and return it to NRC Health by **March 31, 2021**. Email the form to Teresa Costello at tmcostello@nrchealth.com. If you have question, contact Teresa Costello at NRC Health at phone: 800-388-4264, email: tmcostello@nrchealth.com.