

Pursuant to Executive Order 14058 (December 13, 2021)  
on *Transforming Federal Customer Experience and  
Service Delivery to Rebuild Trust in Government*

## 2023 HISP CX Action Plan

# Centers for Medicare & Medicaid Services

As a High Impact Service Provider (HISP), CMS focuses on service assessments, collecting customer feedback, and making measured improvements for three designated services:

- 1) *Getting Started with Medicare:*** Over 63 million people are enrolled in Medicare insurance. CMS customer research shows that the “New to Medicare” customers do not have as smooth an experience as existing customers and may need extra support.
- 2) *Understanding eligibility results and next steps after the application (Marketplace):*** 12.2 million consumers enrolled in coverage on HealthCare.gov during Open Enrollment 2023. The number of plans to choose from continues to increase, which can make it more difficult to compare and select a plan.
- 3) *Checking eligibility and applying for Medicaid:*** Medicaid supports health benefits for more than 80 million people. Medicaid.gov can help connect those seeking coverage with resources to determine their eligibility and begin their application.

### ***What we delivered in 2023:***

- **Implemented personalized Medicare.gov experiences**  
CMS improved the Medicare.gov experience for the approximately 4 million customers that are “New to Medicare” each year by developing and testing personalized roadmaps.
- **Streamlined the first step of enrolling in Medicare**  
CMS implemented changes to the “Get Started with Medicare” section on Medicare.gov, providing streamlined navigation and a new wizard explaining key deadlines and coverage options and increasing customer satisfaction up to 13% this year.
- **Launched plan selection decision-making tools**  
CMS developed and implemented improved decision tools to support customers comparing, selecting, and enrolling in silver plans.
- **Improved navigability of Medicaid.gov**  
CMS launched an improved site-wide search feature, redesigned home page carousel, improved social needs section, and new blog feature to respond to customer pain points.
- **Developed customer-specific landing pages on Medicaid.gov**  
CMS designed and tested customized landing pages for top customer types to assist with navigation and make it easier to find and access relevant content.

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**2023 HISP CX Action Plan** (Page 2)

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## *What we commit to deliver in 2024:*

- **Launching new online claims experience on Medicare.gov**  
CMS will redesign and implement the ability to submit and inquire about claims entirely online via Medicare.gov, aiming to meet customer needs and reduce claims-related call volume coming into the 1-800 MEDICARE call center.
- **Making it easier for caregivers to assist with Medicare needs**  
CMS will develop and launch a caregiver access system so that people with Medicare can grant another individual, such as a caregiver or family member, the ability to assist them online or at the call center.
- **Increasing benefits and copay transparency in plan comparison**  
CMS will launch improved HealthCare.gov content to increase transparency around benefits and value offered to consumers in plans that make services for a copay available, without needing to meet a deductible. These changes are designed to empower consumers to select the best value insurance for their personal needs.
- **Launching user-specific landing pages on Medicaid.gov**  
CMS will implement customized landing pages for top customer types to assist with navigation and make it easier to find and access relevant content.