

## Secret Shoppers

One way to confirm beneficiaries receive accurate and compliant information during marketing/sales events and open enrollment is through “secret shop” surveillance activities.

Secret shoppers measure quality of service and compliance with regulations as a way to gather specific information about products and services. These secret shoppers are looking to make sure the representative is compliant; from what they say to how they present it.

The secret shop surveillance programs are designed for formal and informal marketing/sales events and open enrollment periods and strive to:

- Ensure programs are appropriately marketed to beneficiaries
- Identify and correct any areas of non-compliance
- Ensure adherence to specific requirements
- Confirm beneficiaries are respectfully treated
- Capture various compliance aspects of a sales presentation, including presenter’s actions and materials provided
- Capture general information about an event, such as the number of people attending, type of venue, and language used