

118TH CONGRESS
1ST SESSION

S. 2112

To make the Care Compare internet website and its data more accessible
by individuals using search engines.

IN THE SENATE OF THE UNITED STATES

JUNE 22, 2023

Mr. BRAUN (for himself, Ms. STABENOW, Mr. LANKFORD, and Mrs. BLACK-
BURN) introduced the following bill; which was read twice and referred
to the Committee on Finance

A BILL

To make the Care Compare internet website and its data
more accessible by individuals using search engines.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Search Engines Exam-
5 ine Care Compare Act” or the “SEE Care Compare Act”.

6 **SEC. 2. MAKING THE CARE COMPARE INTERNET WEBSITE**
7 **AND ITS DATA MORE ACCESSIBLE.**

8 (a) IN GENERAL.—Not later than 180 days after the
9 date of the enactment of this Act (and not less often than
10 quarterly thereafter), the Secretary of Health and Human

1 Services (in this section referred to as the “Secretary”)
2 shall make the Care Compare internet website, known as
3 www.medicare.gov/care-compare, or a successor website,
4 and its data more findable online by, not less often than
5 quarterly, reviewing search engine optimization practices
6 and updating such practices to include—

7 (1) using best practices in indexing and search-
8 ing;

9 (2) accounting for guidelines, recommendations,
10 and other suggestions from search engines to im-
11 prove findability and website ranking; and

12 (3) accounting for user research that may in-
13 form website design, structure, and content.

14 (b) REPORTS TO CONGRESS.—

15 (1) INITIAL REPORT.—Not later than 90 days
16 after the date of the enactment of this Act, the Sec-
17 retary shall submit to Congress a report detailing
18 the following analytics on the Care Compare internet
19 website for the preceding 30 days:

20 (A) The number of page views.

21 (B) Traffic sources.

22 (C) New versus returning visitors.

23 (D) Keyword ranking.

24 (E) Targeted advertising user demo-
25 graphics.

1 (F) Other metrics, as determined by the
2 Secretary.

3 (2) YEAR-END REPORT.—Not later than 1 year
4 after the date of the enactment of this Act, the Sec-
5 retary shall submit to Congress a report detailing
6 the analytics described in subparagraphs (A)
7 through (E) of paragraph (1) on the Care Compare
8 internet website for the preceding 30 days, including
9 a comparison of such analytics to the analytics re-
10 ported on the Care Compare internet website in the
11 initial report under paragraph (1), together with rec-
12 ommendations for such legislation and administra-
13 tive action as the Secretary determines appropriate.

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