

**Meeting of the Advisory Panel on Outreach and Education (APOE)  
Centers for Medicare & Medicaid Services (CMS)  
July 28, 2011  
The Embassy Row Hotel  
2015 Massachusetts Avenue, N.W.  
Washington, D.C. 20036  
8:30am-3:00pm**

8:30-8:35a.m.	Open Meeting	Jennifer Kordonski, Designated Federal Official (DFO), Office of Communications (OC), CMS
8:35-8:40a.m.	Introduction of Dr. Berwick	Julie Green Bataille, Director, OC, CMS
8:40-9:10a.m.	Listening Session with CMS Leadership	Donald M. Berwick, MD, Administrator, CMS
9:10 - 9:40a.m.	Formal Introductions	CMS Staff and APOE Members
9:40-9:55a.m.	Swearing In; Charge to Panel; New APOE Chair and Co-Chair; Plaques for Outgoing Members	Julie Green Bataille, Director, OC
9:55– 10:25a.m.	Year in Review	Rebecca, Snead, Outgoing APME Chair
10:25 – 10:40a.m.	Break	
10:40 - 11:45 a.m.	CMS.gov Redesign	Jon Booth, Director, Web and New Media Group (WNMG), OC, and Anita Panicker, Deputy Director, WNMG, OC
11:45a.m. - 1:00 p.m.	Working Lunch	
1:00 – 2:40 p.m.	Increasing Access to Affordable Coverage	Center for Medicaid, CHIP and Survey & Certification (CMCS) and Center for Consumer Information and Insurance Oversight (CCIIO), CMS
2:40 – 2:45 p.m.	Public Comment	New APOE Chair
2:45 – 2:55 p.m.	Next Steps	New APOE Chair
2:55 p.m.	Adjourn	Jennifer Kordonski, (DFO), CMS

## **FURTHER INFORMATION**

Information about summary minutes of this meeting or other Committee matters will be available at [http://www.cms.gov/FACA/04\\_APOE.asp](http://www.cms.gov/FACA/04_APOE.asp), or by contacting Jennifer Kordonski via E-mail at [jennifer.kordonski@cms.hhs.gov](mailto:jennifer.kordonski@cms.hhs.gov) or by telephone at (410) 786-1840.

Press inquiries are handled through the CMS Press Office at (202) 690-6145.