

**Meeting of the Advisory Panel on Outreach and Education (APOE)  
Centers for Medicare & Medicaid Services (CMS)  
August 2, 2012  
The Embassy Row Hotel  
2015 Massachusetts Avenue, N.W.  
Washington, D.C. 20036  
8:30am-4:00pm**

8:30-8:35a.m.	Open Meeting	Jennifer Kordonski, Designated Federal Official (DFO), Office of Communications (OC), CMS
8:35 - 8:50a.m.	Welcome and Recap of May 2, 2012 Meeting	Sandy Markwood (APOE Chair)
8:50 – 9:20a.m.	CMS Response to APOE Recommendations from May 2, 2012 Meeting	Julie Bataille, Director, Office of Communications, CMS
9:20 – 9:50a.m.	Listening Session with CMS Leadership	Julie Bataille, Director, Office of Communications, CMS
9:50 – 10:10a.m.	Break	
10:10-11:40a.m.	The Small Business Health Options Program (SHOP)	Julie Kosterlitz and Frank Funderburk, Office of Communications, Rex Cowdry and Dean Mohs, Center for Consumer Information and Insurance Oversight, CMS
11:40a.m. – 12:10p.m.	Discussion of Recommendations	APOE Members
12:10p.m. - 1:15p.m.	Lunch	
1:15 – 2:50p.m.	Web and Call Center Tools for the Health Insurance Marketplace	Jon Booth and Frances Harmatuk, Office of Communications
2:50 – 3:10p.m.	Break	
3:10 – 3:40p.m.	Discussion of Recommendations	APOE Members
3:40 – 3:45 p.m.	Public Comment	Sandy Markwood, APOE Chair
3:45 – 3:55 p.m.	Recap of Meeting and Final Comments	Dave Roberts, APOE Co- Chair and Sandy Markwood, APOE Chair
3:55 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/Regulations-and-Guidance/Guidance/FACA/APOE.html>, 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.