

**Meeting of the Advisory Panel on Outreach and Education (APOE)**  
**Centers for Medicare & Medicaid Services (CMS)**  
**May 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 February 7, 2012 Meeting	Sandy Markwood (APOE Chair)
8:50 – 9:20a.m.	CMS Response to APOE Recommendations from February 7, 2012 Meeting	Julie Bataille, Director, Office of Communications, CMS
9:20 – 10:40a.m.	Health Insurance Exchanges Application	Donna Cohen Ross, Center for Medicaid, CHIP and Survey & Certification (CMCS) and Hannah Moore, Center for Consumer Information and Insurance Oversight (CCIIO), CMS
10:40-11:00am	Break	
11:00 – 11:30am	Discussion of Recommendations	APOE Members
11:30-12:00p.m.	Listening Session with CMS Leadership	Cindy Mann, Deputy Administrator and Director, Center for Medicaid and CHIP Services, CMS
12:00p.m. - 1:15p.m.	Lunch	
1:15 – 3:15p.m.	Health Insurance Exchanges – Topline Research Findings and Communications Plan	Chris Koepke and Julie Bataille, Office of Communications, and Teresa Nino, Office of Public Engagement
3:15 – 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	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/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.