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# CMS Manual System

## Pub. 100-20 One-Time Notification

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Department of Health & Human  
Services (DHHS)  
Centers for Medicare & Medicaid  
Services (CMS)

Transmittal 128

Date: DECEMBER 10, 2004

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CHANGE REQUEST 3527

**SUBJECT: Promoting Medicare's Preventive Benefits and Services on an Annual Basis**

**I. SUMMARY OF CHANGES:** To support the concept of "healthy aging," we direct Carriers and Intermediaries to print reminder messages about Medicare's preventive benefits in the General Information Section of the Medicare Summary Notices sent to people with Medicare. The revised messages in the "One-Time Notification" must be printed annually unless you are notified to stop or to modify them in the future. However, the message about new preventive services must be printed in either January or February.

**NEW/REVISED MATERIAL - EFFECTIVE DATE: January 1, 2005**  
**IMPLEMENTATION DATE: January 3, 2005**

**II. CHANGES IN MANUAL INSTRUCTIONS: (N/A)**  
**(R = REVISED, N = NEW, D = DELETED) – (Only One Per Row.)**

R/N/D	CHAPTER/SECTION/SUBSECTION/TITLE
N/A	

**III. FUNDING: Medicare contractors shall implement these instructions within their current operating budgets.**

**IV. ATTACHMENTS:**

	<b>Business Requirements</b>
	<b>Manual Instruction</b>
	<b>Confidential Requirements</b>
<b>X</b>	<b>One-Time Notification</b>
	<b>Recurring Update Notification</b>

**\*Unless otherwise specified, the effective date is the date of service.**

# Attachment – One-Time Notification

Pub. 100-20	Transmittal: 128	Date: December 10, 2004	Change Request 3527
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**SUBJECT: Promoting Medicare’s Preventive Benefits and Services on an Annual Basis**

## **I. GENERAL INFORMATION**

**A. Background:** To support the concept of “Healthy Aging,” we are directing the Carriers and Intermediaries to promote Medicare’s preventive benefits by printing reminder messages in the General Information Section of the Medicare Summary Notices (MSNs) sent to people with Medicare. This health promotional effort may be of particular importance to beneficiaries who live in rural areas or to members of racial or ethnic groups that are disproportionately impacted by specific health conditions.

**B. Policy:** Printing messages about Medicare’s preventive services supports the Balanced Budget Act of 1997 that authorizes payment of numerous preventive services and the Medicare Prescription Drug, Improvement and Modernization Act of 2003 that expanded coverage of preventive benefits.

**C. Provider Education:** None.

## **II. BUSINESS REQUIREMENTS**

Carriers and Intermediaries are directed to print reminder messages about Medicare’s preventive services in the General Information Section of their MSNs. Contractors are to use the print schedule outlined in Section III. A of this One-Time Notification (OTN). The new preventive benefits message must be printed in either January or February of 2005.

This OTN does not impact claims processing.

## **III. SUPPORTING INFORMATION AND POSSIBLE DESIGN CONSIDERATIONS**

### **A. Other Instructions:**

You are required to print messages about flu vaccines during September and November, but may also print the flu messages at other times.

The monthly messages, which appear below, must be printed annually unless you are notified to stop or to modify them in the future. The schedule for the messages to be printed follows:

**January                      Cervical Health Month**

**English:** The Pap test is the most effective way to screen for cervical cancer. Medicare helps pay for screening Pap tests every 24 months. For more information about Pap tests, call 1-800-MEDICARE (1-800-633-4227).

**Enero                              Mes de la Prevención del Cáncer Cervical**

**Spanish:** El examen Papanicoulau es la manera más efectiva para detectar el cáncer cervical. Medicare ayuda a pagar por exámenes Papanicoulau cada 24 meses. Para más información sobre los exámenes Papanicoulau, llame al 1-800-MEDICARE (1-800-633-4227).

**January                      National Glaucoma Awareness Month (Optional)**

**English:** Glaucoma may cause blindness. Medicare helps pay for a yearly dilated eye exam for people at high risk for Glaucoma. African-Americans over 50 and people with diabetes or a family history of glaucoma are at higher risk. Talk to your doctor to learn if this exam is right for you.

**Enero                              Mes Nacional de la Prevención de la Glaucoma (Opcional)**

**Spanish:** La glaucoma puede causar ceguera. Medicare ayuda a pagar por un examen anual de dilatación del ojo para las personas con alto riesgo de glaucoma. Afroamericanos que tienen 50 años o más y personas con diabetes o historial familiar de glaucoma están en alto riesgo. Comuníquese con su médico para averiguar si este examen es apropiado para usted.

**January                      New Preventive Benefits**

**English:** Starting January 1, 2005, Medicare covers **cardiovascular screenings** that check your cholesterol and other blood fat levels and **screenings to check for diabetes**. Talk to your doctor or call 1-800-MEDICARE (1-800-633-4227) for more information.

**Enero                              Servicios Preventivos Nuevo**

**Spanish:** Comenzando el primero de enero del 2005, Medicare cubre exámenes de evaluación cardiovascular para revisar su colesterol y otros niveles de grasa y exámenes de evaluación para detectar diabetes. Comuníquese con su médico o llame al 1-800-MEDICARE (1-800-633-4227) para más información.

**February                      General Preventive Services**

**English:** Medicare helps pay for many preventive services including flu and pneumococcal shots, tests for cancer, diabetes monitoring supplies and others. Call 1-800-MEDICARE (1-800-633-4227) for more information.

**Febrero:                      Servicios Preventivos General**

**Spanish:** Medicare ayuda a pagar por muchos servicios preventivos incluyendo las vacunas contra la influenza/gripe y la pulmonía neumococal, exámenes para detectar el cáncer, suministros para medir la diabetes y otros. Comuníquese con el 1-800-MEDICARE (1-800-633-4227) para más información.

**February**                      **New Preventive Benefits**

**English:** Starting January 1, 2005, Medicare covers **cardiovascular screenings** that check your cholesterol and other blood fat levels and **screenings to check for diabetes**. Talk to your doctor or call 1-800-MEDICARE (1-800-633-4227) for more information.

**Febrero**                      **Servicios Preventivos Nuevo**

**Spanish:** Comenzando el primero de enero del 2005, Medicare cubre exámenes de evaluación cardiovascular para revisar su colesterol y otros niveles de grasa y exámenes de evaluación para detectar diabetes. Comuníquese con su médico o llame al 1-800-MEDICARE (1-800-633-4227) para más información.

**March**                      **National Colorectal Cancer Awareness Month**

**English:** Colorectal cancer is the second leading cancer killer in the United States. Medicare helps pay for colorectal cancer screening tests. Talk to your doctor about screening options that are right for you.

**Marzo**                      **Mes Nacional de la Prevención del Cáncer Colorectal**

**Spanish:** El cáncer colorectal es el segundo cáncer principal que causa la muerte en los Estados Unidos. Medicare ayuda a pagar por pruebas de evaluación de cáncer colorectal. Comuníquese con su médico sobre las diferentes pruebas de evaluación que son apropiadas para usted.

**April**                      **General Preventive Services**

**English:** Medicare helps pay for many preventive services including flu and pneumococcal shots, tests for cancer, diabetes monitoring supplies and others. Call 1-800-MEDICARE (1-800-633-4227) for more information.

**Abril**                      **Servicios Preventivos General**

**Spanish:** Medicare ayuda a pagar por muchos servicios preventivos incluyendo las vacunas contra la influenza/gripe y la pulmonía neumococal, exámenes para detectar el cáncer, suministros para medir la diabetes y otros. Comuníquese con el 1-800-MEDICARE (1-800-633-4227) para más información.

**May**                      **National Osteoporosis Month**

**English:** Do you know how strong your bones are? Medicare helps pay for bone mass measurement tests to measure the strength of bones for people at risk of osteoporosis. Talk to your doctor to learn if this test is right for you.

**Mayo**                      **Mes Nacional de la Prevención de la Osteoporosis**

**Spanish:** ¿Sabe usted cuán fuerte están sus huesos? Medicare ayuda a pagar por exámenes que miden la masa ósea de personas con alto riesgo de osteoporosis. Comuníquese con su médico para averiguar si este examen es apropiado para usted.

**May**                      **Breast Cancer Awareness (to coordinate with Mother's Day) - Optional**

**English:** Early detection is the best protection from breast cancer. Get a mammogram. Not just once, but for a lifetime. Medicare helps pay for screening mammograms.

**Mayo** **Mes Nacional de la Prevención del Cáncer del Seno - Opcional**

**Spanish:** La detección temprana es la mejor protección del cáncer del seno. Hágase una mamografía. No sólo una vez, sino por el resto de su vida. Medicare ayuda a pagar por mamografías de evaluación.

**June** **General Preventive Services Message:**

**English:** Medicare helps pay for many preventive services including flu and pneumococcal shots, tests for cancer, diabetes monitoring supplies and others. Call 1-800-MEDICARE (1-800-633-4227) for more information.

**Junio** **Servicios Preventivos General**

**Spanish:** Medicare ayuda a pagar por muchos servicios preventivos incluyendo las vacunas contra la influenza/gripe y la pulmonía neumococal, exámenes para detectar el cáncer, suministros para medir la diabetes y otros. Comuníquese con el 1-800-MEDICARE (1-800-633-4227) para más información.

**July** **Glaucoma Awareness**

**English:** Glaucoma may cause blindness. Medicare helps pay for a yearly dilated eye exam for people at high risk for Glaucoma. African-American people over 50, and people with diabetes or a family history of glaucoma are at higher risk. Talk to your doctor to learn if this exam is right for you.

**Julio** **Prevención de la Glaucoma**

**Spanish:** La glaucoma puede causar ceguera. Medicare ayuda a pagar por un examen anual de dilatación del ojo para las personas con alto riesgo de glaucoma. Afroamericanos que tienen 50 años o más y personas con diabetes o historial familiar de glaucoma están en alto riesgo. Comuníquese con su médico para averiguar si este examen es apropiado para usted.

**August** **National Immunization Awareness Month**

(Contractors may elect to print this message during a different month of their choosing, but the message about the pneumococcal shot must be printed one month of each year.)

**English:** Get a pneumococcal shot. You may only need it once in a lifetime. Contact your health care provider about getting this shot. You pay nothing if your health care provider accepts what Medicare pays.

**Agosto** **Mes Nacional de la Inmunización**

**Spanish:** Vácunese contra la pulmonía neumococal. Una sola vacuna de éstas puede ser suficiente para toda su vida. Para obtener esta vacuna, comuníquese con su proveedor del cuidado de la salud. Usted no tiene que pagar por ésta si su proveedor de cuidado de la salud acepta que lo paga Medicare.

**September** **Cold and Flu Campaign**

**English:** During this flu season, get your flu shot. Contact your health care provider for the flu shot. Get the flu shot, not the flu. You pay nothing if your health care provider accepts what Medicare pays.

**Septiembre                    Campaña de Prevención de la Gripe e Influenza**

**Spanish:** Vácese durante esta época de la influenza/gripe. Comuníquese con su proveedor de cuidado de la salud y pida la vacuna contra la influenza/gripe. Vacúnese y evite esta enfermedad. Usted no tiene que pagar por ésta si su proveedor del cuidado de la salud acepta que lo paga Medicare.

**September                    Prostate Cancer Awareness Month - Optional**

**English:** Prostate cancer is the second leading cause of cancer deaths in men. Medicare covers prostate screening tests once every 12 months for men with Medicare who are over age 50.

**Septiembre                    Mes de la Prevención del Cáncer de la Próstata – Opcional**

**Spanish:** El cáncer de la próstata es la segunda causa principal de muertes de cáncer en los hombres. Para los hombres con Medicare que tienen más de de 50 años, Medicare cubre exámenes de evaluación de la próstata una vez cada 12 meses.

**October                        Breast Cancer Awareness Month**

**English:** Early detection is your best protection. Schedule your mammogram today, and remember that Medicare helps pay for screening mammograms.

**Octubre:                      Mes de la Prevención del Cáncer el Seno**

**Spanish:** La detección temprana es su mejor protección. Haga una cita para su mamografía hoy mismo y recuerde que Medicare ayuda a pagar por mamografías de evaluación.

**October                        Continuation of Cold/Flu Campaign (optional)**

**English:** If you have not received your flu shot, it is not too late. Please contact your health care provider about getting the flu shot.

**Octubre                        Continuación de la Campaña de Gripe/Influenza (opcional)**

**Spanish:** Si usted no ha recibido la vacuna contra la influenza/gripe, todavía está a tiempo. Por favor, comuníquese con su proveedor del cuidado de la salud para obtener esta vacuna.

**November                    American Diabetes Month**

**English:** Medicare covers expanded benefits to help control diabetes. Benefits include your diabetes self-testing equipment and supplies, diabetes self-management training and medical nutrition therapy. Medicare covers screenings to check for diabetes.

**Noviembre                    Mes de la Prevención de la Diabetes en America**

**Spanish:** Medicare cubre beneficios adicionales para ayudar a controlar la diabetes. Beneficios incluyen el equipo y suministros para el autoexamen de la diabetes, el entrenamiento para el autocontrol de la diabetes y la terapia de nutrición. Medicare cubre exámenes de evaluación para detectar diabetes.

**November                    Continuation of Cold/Flu Campaign**

**English:** If you have not received your flu shot, it is not too late. Please contact your health care provider about getting the flu shot.

**Noviembre**                      **Continuación de la Campaña de Gripe/Influenza (opcional)**

**Spanish:** Si usted no ha recibido la vacuna contra la influenza/gripe, todavía está a tiempo. Por favor, comuníquese con su proveedor del cuidado de la salud para obtener esta vacuna.

**December**                      **New Preventive Benefits**

**English:** Medicare covers cardiovascular screenings that check your cholesterol and other blood fat levels and screenings to check for diabetes. Talk to your doctor or call 1-800-MEDICARE (1-800-633-4227) for more information.

**Spanish:** Medicare cubre exámenes de evaluación cardiovascular para revisar su colesterol y otros niveles de grasa y exámenes de evaluación para detectar diabetes. Comuníquese con su médico o llame al 1-800-MEDICARE (1-800-633-4227) para más información.

**B. Design Considerations:**

Including the preventive benefits messages in your MSNs is a requirement unless doing so requires a systems change.

If the messages do not fit in the space allocated for the MSN information boxes, work with your Regional Office to determine where appropriate cuts could be made.

It is not necessary to link these messages to MSN “teaser messages” on envelope flaps that direct readers to other sources of information.

**C. Interfaces: N/A**

**D. Contractor Financial Reporting /Workload Impact: N/A**

**E. Dependencies:** This One-Time Notification replaces CR 2606 that was never implemented.

**F. Testing Considerations: N/A**

#### IV. SCHEDULE, CONTACTS, AND FUNDING

<p><b>Effective Date*:</b> January 1, 2005</p> <p><b>Implementation Date:</b> January 3, 2005</p> <p><b>Pre-Implementation Contact(s):</b></p> <p><b>For questions about implementation of this activity specified in this OTN, call or write the CMS regional office contact listed below:</b></p> <p><b>Boston:</b> Marva Nathan <a href="mailto:Mnathan@cms.hhs.gov">Mnathan@cms.hhs.gov</a> 617-565-1234</p> <p><b>New York:</b> Linda Sheo <a href="mailto:Lsheo@cms.hhs.gov">Lsheo@cms.hhs.gov</a> 212-264-3642</p> <p><b>Philadelphia:</b> Pat Lowry <a href="mailto:Plowry@cms.hhs.gov">Plowry@cms.hhs.gov</a> 215-861-4295</p> <p><b>Atlanta:</b> Bridgit Winters <a href="mailto:Bwinters@cms.hhs.gov">Bwinters@cms.hhs.gov</a> 404-562-7537</p> <p><b>Chicago:</b> Greg Publitz <a href="mailto:Gpublitz@cms.hhs.gov">Gpublitz@cms.hhs.gov</a> 312-353-3227</p> <p><b>Dallas:</b> Scott Wilson <a href="mailto:Swilson@cms.hhs.gov">Swilson@cms.hhs.gov</a> 214-767-8906</p> <p><b>Kansas City:</b> Jewel Browning <a href="mailto:Jbrowning@cms.hhs.gov">Jbrowning@cms.hhs.gov</a> 816-426-6394</p> <p><b>Denver:</b> Penny Finnegan <a href="mailto:Pfinnegan@cms.hhs.gov">Pfinnegan@cms.hhs.gov</a> 303-844-7117</p> <p><b>San Francisco:</b> Shirley Bordelon <a href="mailto:Sbordelon@cms.hhs.gov">Sbordelon@cms.hhs.gov</a> 415-744-3613</p> <p><b>Seattle:</b> Michele Dillon <a href="mailto:Mdillon@cms.hhs.gov">Mdillon@cms.hhs.gov</a> 206-615-2368</p> <p>If you have any general questions about this OTN, contact Janet Miller at 410-786-2157 or Trish Sharp at 410-786-6880.</p>	<p><b>Medicare Contractors shall implement these instructions within their current operating budgets.</b></p>
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<p><b>Post Implementation Contact(s):</b></p>	
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**Same as above.**

**Post-Implementation Contact(s): Same as above**