

**Date: June 28, 2004**

**Centers for Medicare & Medicaid Services  
Office of the Administrator**

**Office of External Affairs  
(FAC)**

- Serves as the focal point for the Agency to the news media and provides leadership for the Agency in the area of intergovernmental affairs. Advises the Administrator and other Agency components in all activities related to the media and on matters that affect other units and levels of government.
- Coordinates CMS activities with the Office of the Assistant Secretary for Public Affairs and the Secretary's intergovernmental affairs officials.
- Serves as senior counsel to the Administrator in all activities related to the media. Provides consultation, advice, and training to the Agency's senior staff with respect to relations with the news media.
- Develops and executes strategies to further the Agency's relationship and dealings with the media. Maintains a broad based knowledge of the Agency's structure, responsibilities, mission, goals, programs, and initiatives in order to provide or arrange for rapid and accurate response to news media needs.
- Prepares and edits appropriate materials about the Agency, its policies, actions and findings, and provides them to the public through the print and broadcast media. Develops and directs media relations strategies for the Agency.
- Responds to inquiries from a broad variety of news media, including major newspapers, national television and radio networks, national news magazines, local newspapers and radio and television stations, publications directed toward the Agency's beneficiary populations, and newsletters serving the health care industry.
- Manages press inquiries, coordinates sensitive press issues, and develops policies and procedures for how press and media inquiries are handled.
- Arranges formal interviews for journalists with the Agency's Administrator or other appropriate senior Agency staff; identifies for interviewees the issues to be addressed, and prepares or obtains background materials as needed.
- For significant Agency initiatives, issues media advisories and arranges press conferences as appropriate; coordinates material and personnel as necessary.
- Serves as liaison with the Department of Health and Human Services and White House press offices.
- Serves as focal point for all Agency interactions with Native American and Alaskan Native tribes.
- Coordinates State program issues/concerns (i.e., waiver reviews, Medigap, Medicare-Select, survey and certification, Clinical Laboratory Improvement Act (CLIA), tribal affairs) with program staff and regional offices.

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**Office of External Affairs  
(continued)**

- Serves as coordinator of State health care policy and as liaison between CMS and State and local officials, and individual lobbyists representing State and local officials and advocate groups.
- Serves as coordinator of tribal affairs issues and liaison between CMS and State and local officials representing tribal affairs groups.
- Responsible for handling highly sensitive and complex correspondence from and to State and local elected officials. Reviews proposed regulations affecting States.
- Coordinates roll-out of waivers or other significant announcements relating to States.
- Manages CMS activities to better hear and interact with those beneficiaries, providers, and other stakeholders interested in the delivery of quality healthcare for our nation's seniors and beneficiaries with disabilities. Leads and coordinates an ongoing series of 'Open Door Forums' that provide a dialogue about both the many individual service areas and beneficiary needs within CMS.
- Manages and coordinates the Physicians Regulatory Issues Team (PRIT) consisting of CMS subject matter experts who work to reduce the regulatory burden on physicians who participate with the Medicare program.
- Manages and operates CMS' video production studio and satellite network to include product activities, design, development, installation, and monitoring of technological aspects of video broadcast and projection systems, and the development of policies and procedures for production operations.
- Administers CMS' identity and branding programs, develops related communication policies, standards and procedures, and oversees, executes and evaluates communication strategies.
- Represents the Administrator and senior executive staff in speaking engagements with Physician and Provider groups regarding the Agency's expectations regarding ongoing patient care. Serves as an Agency liaison with physician and provider groups regarding the development and implementation of evaluation management guidelines.
- In cooperation with senior executive staff, the incumbent oversees and implements an outreach strategy to physicians and other provider organizations in order to educate them regarding the various options available under the Medicare program and how to discuss those options with patients.