

Date: July 12, 2004

**CENTERS FOR MEDICARE & MEDICAID SERVICES
OFFICE OF THE ADMINISTRATOR
CHIEF OPERATING OFFICER**

**OFFICE OF THE SAN FRANCISCO REGIONAL ADMINISTRATOR
(FAX9)**

- The Office of the Regional Administrator directs the operations of programs administered by the CMS, including Medicare, Medicaid, Clinical Laboratory Improvement Act, and Health Insurance Portability and Accountability Act, in a distinct geographic area and provides executive leadership to regional office staff on behalf of the CMS Administrator.
- Develops and implements an outreach plan which includes media relations, community participation, speeches and presentations, and local Congressional office liaison, to market CMS programs to the diverse populations of the region.
- Manages the human and dollar resources of the regional office in an efficient and effective manner including work planning, facilities and property management, human resource management (recruitment, retention, training, development and performance management), and labor-management relations.
- Coordinates with the Department's Regional Director to assure effective relations with State and local governments and with other Departmental programs and offices.
- Evaluates diverse needs of constituents in the region and advises policy makers so that such needs are considered by CMS in national policy development.