

DOs and DON'Ts for 2015 PCSP of the Year Nominations

The following Provider Customer Service Program (PCSP) of the Year DOs and DON'Ts are recommendations from CMS and a compilation of lessons learned throughout the years in selecting the PCSP of the Year. CMS encourages Medicare Administrator Contractors (MACs) to be creative in presenting themselves and to focus on the big picture, as the PCSP of the Year is an award that recognizes a PCSP greater than the sum of its parts.

For questions related to the content of this document, please send an e-mail to providerservices@cms.hhs.gov with the subject line "PCSP of the Year".

DOs

Do focus on the following concepts for Criterion 1 - **Approaches that Show Proven Results:**

1. Outstanding Quantifiable Proven Results – Do provide examples of how initiatives/programs resulted in tangible improvements/benefits to your overall PCSP.
2. Exceed PCSP Standards – Do focus on above satisfactory performance that resulted in accomplishments in initiatives/programs that exceeded CMS' PCSP requirements/standards.
3. Consistent Performance – Do emphasize accomplishments where PCSP performance was consistent and/or outstanding.

Do focus on the following concepts for Criterion 2 – **Creative/Innovative Approaches:**

1. Creative/Innovative Approaches
2. New/Enhanced
3. Benefits/Outcomes

Do focus on the following concepts for Criterion 3 – **Strategic Collaboration:**

1. Comprehensive, Coordinated and Integrated PCSP
2. Internal and/or External Collaboration
3. Contributions/Collaborations leading to improvements in national PCSP operations

Do submit a nomination. Over the years, MACs that consistently submit nominations have shown improvements in outlining/presenting their accomplishments.

Do be strategic in organizing the PCSP accomplishments. Focus on how the PCSP accomplishments relate to most or all PCSP of the Year award criteria and PCSP outlined goals.

Do focus on the big picture and what the sum of all PCSP achievements reflects. This is what CMS means by *results greater than the sum of its parts*.

Do focus on accomplishments related to all areas of the PCSP (Provider Contact Center (PCC), Provider Outreach and Education (POE), and Provider Self-Service (PSS) Technology) and the broader goals described in the award criteria document (i.e., the sum of the parts, Medicare provider satisfaction/improved provider experience, partnerships, timely delivery of accurate and consistent information, integration of PCSP components: PCC, POE, and PSS) when outlining your accomplishments.

Do focus on PCSP accomplishments and how well the accomplishments relate to the criteria.

Do differentiate the MAC's current year's accomplishments from previous year's accomplishments. By doing so, the MAC shows where enhancements, improvements and progress were made.

Do use quantifiable and/or graphic representations of your accomplishments to reflect where you were and where you are. These may be included in the nomination itself or in supporting documentation.

Do complete CMS' nomination template and completely respond to all questions for each criterion.

Do complete a well-organized required nomination template; however, keep in mind the most relevant items are the accomplishments themselves.

Do verify and attest to the accuracy of the information and data entered on the nomination template.
Do submit the nomination timely.
Do focus on significant outcomes obtained for your organization, providers, CMS, Medicare and beyond.
Do focus on creative and innovative approaches that were implemented and/or piloted during the PCSP of the Year award period that resulted in enhanced accessibility to provider customer service, self-service tools and outreach and education, error rate reduction/reduction in improper payments and provider satisfaction.
Do focus on the unique aspects/enhancements of the creative/innovative approaches; this may include those that are unique to your organization.
Do keep in mind that something new or enhanced in your organization does not necessarily make it innovative.
Do focus on broad benefits to your organization, providers, CMS, Medicare and beyond.
Do emphasize accomplishments where the PCSP provided leadership/shared initiatives that were new/enhanced/unique to the PCSP.
Do focus on broad benefits of PCSP strategic collaborations, particularly contributions to national PCSP operations.
Do emphasize the extent of your internal and external collaborations and how all the pieces were integrated and/or coordinated.
Do be aware that CMS may take into consideration MAC's accomplishments in strategic collaborations in instances where the MAC's contribution may have been made in the role of a leader, outstanding contributor, and/or key player.
DON'Ts
Don't exceed the 10-page limit for the award nomination.
Don't highlight accomplishments that the PCSP achieved previous to the PCSP of the Year award period.
Don't duplicate information in nominations submitted by the same MAC for different lines of Medicare business or jurisdictions, unless the outcomes and benefits are applicable to all lines of business/jurisdictions.
Don't submit accomplishments with lack of information/no data showing improvements.
Don't include accomplishments that cannot be verified.
Don't include creative/innovative approaches, improved results, and collaborations that required substantial resources and guidance from CMS.
Don't include an innovative approach that has not been implemented yet.
Don't fail performance standards. Performance is not the only criterion for the PCSP of the Year Award; however, a good performance increases chances to be considered for the award. An outstanding performance increases chances to win the award!
Don't emphasize a level of performance that is required of all MACs.
Don't duplicate work done by existing CMS' national strategic partnerships/task forces. Newly created collaborative efforts are always encouraged within the MAC's jurisdiction.
Don't include routine PCSP collaborative efforts unless they are enhanced and/or unique to your PCSP.

The PCSP of the Year Award documentation is located at <http://www.cms.gov/Medicare/Medicare-Contracting/FFSProvCustSvcGen/Exemplary-Practices.html>.