



Contractor Executive Meeting Briefing

May 4, 2004
Baltimore, MD

CMS

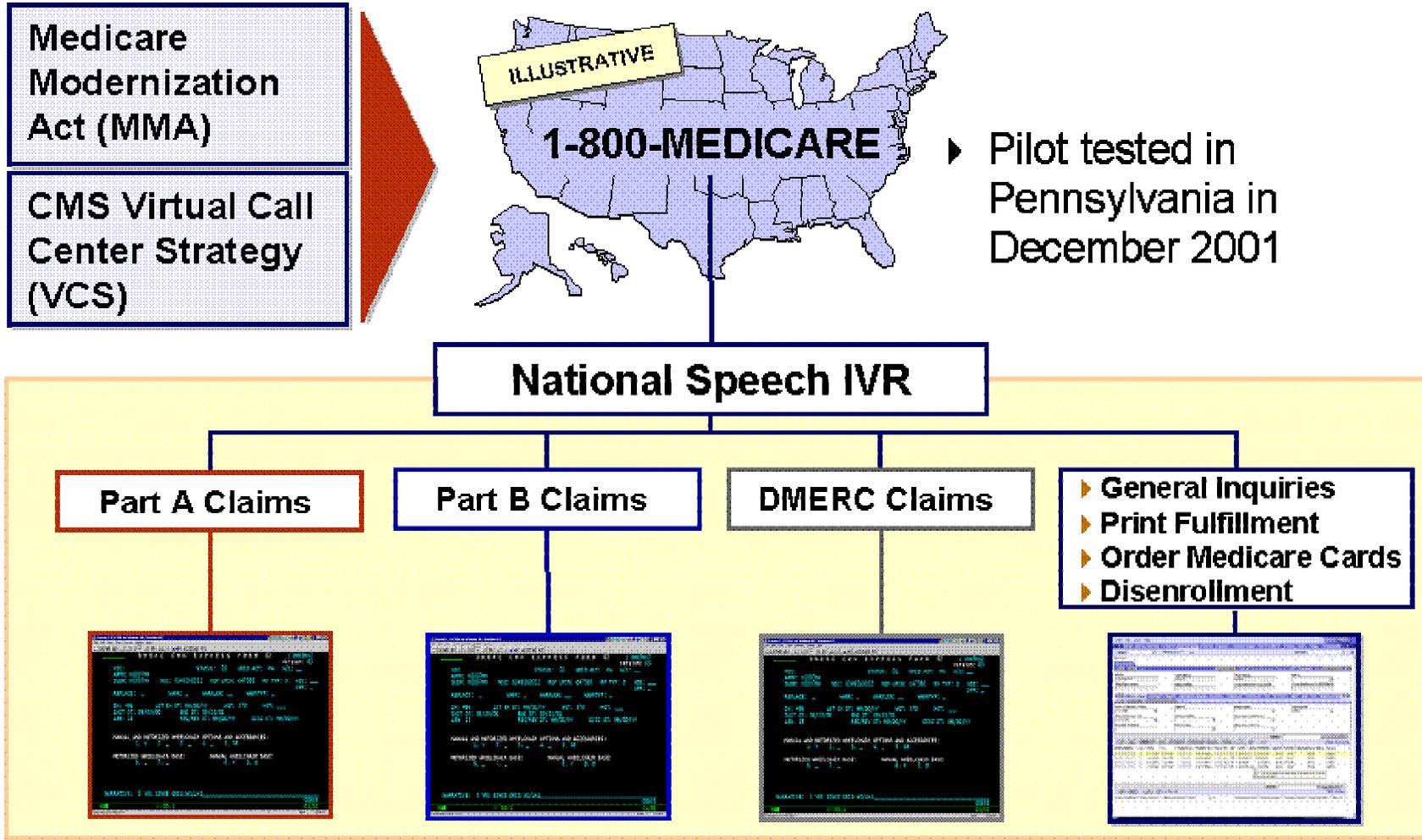
CENTERS for MEDICARE & MEDICAID SERVICES

Agenda

- ▶ Single 800 Number Migration
- ▶ NGD Deployment
- ▶ Indiana Pilot (VCS)
- ▶ Question & Answer

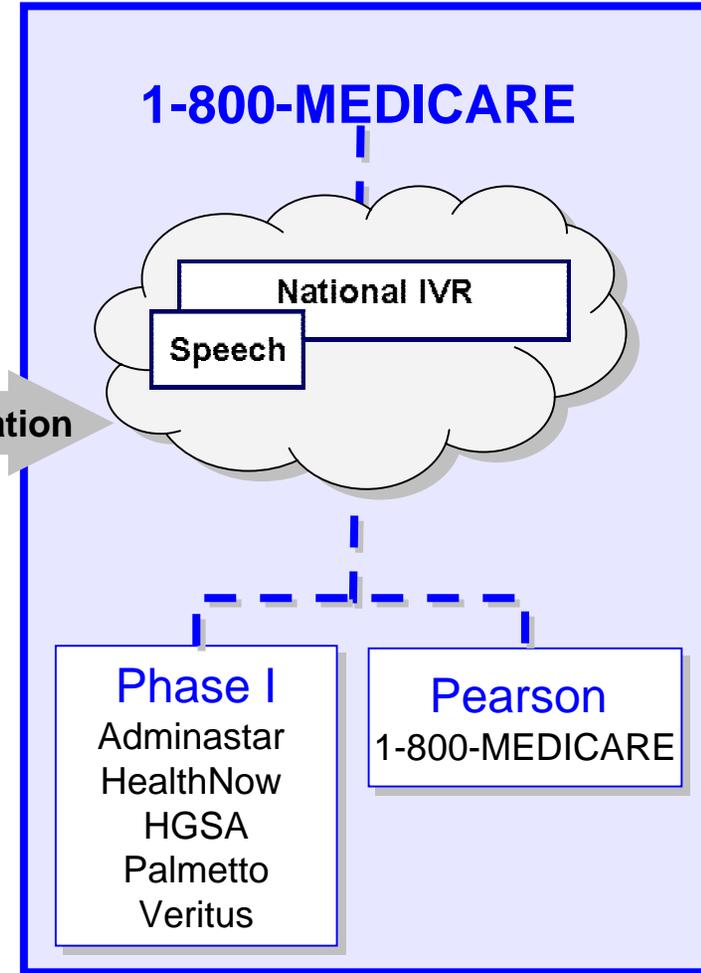
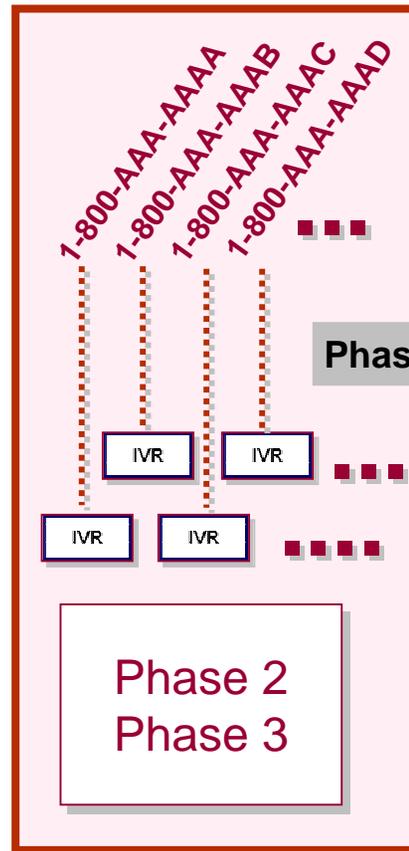
| Single 800 Number Migration

Single 800 Number Migration Overview

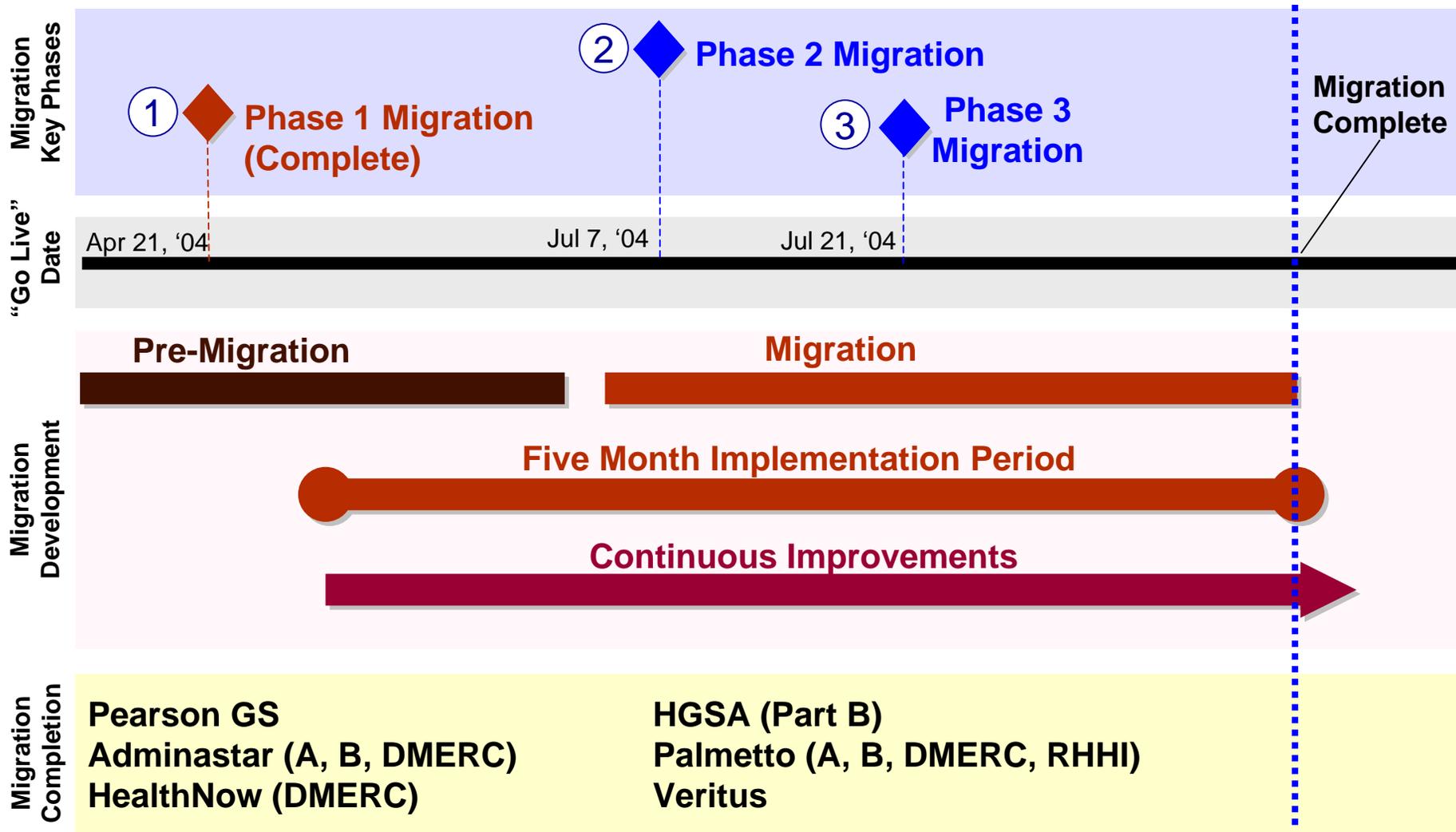


Single 800 Number Migration Overview – National IVR

- ▶ **Over 40 Million Beneficiaries**
- ▶ **Annual Call Volume of 20 Million**
 - 14 Million Fee-For-Service Calls
 - 6 Million General Medicare Inquiries
- ▶ **199 Total Beneficiary Toll Free Numbers**
 - 79 Published Toll Free Numbers
 - 49 TDD
 - 29 Hidden
 - 42 Non-published
- ▶ **Environment**
 - 71 Call Centers
 - 16 Medicare Data Centers
 - 50 Contractors



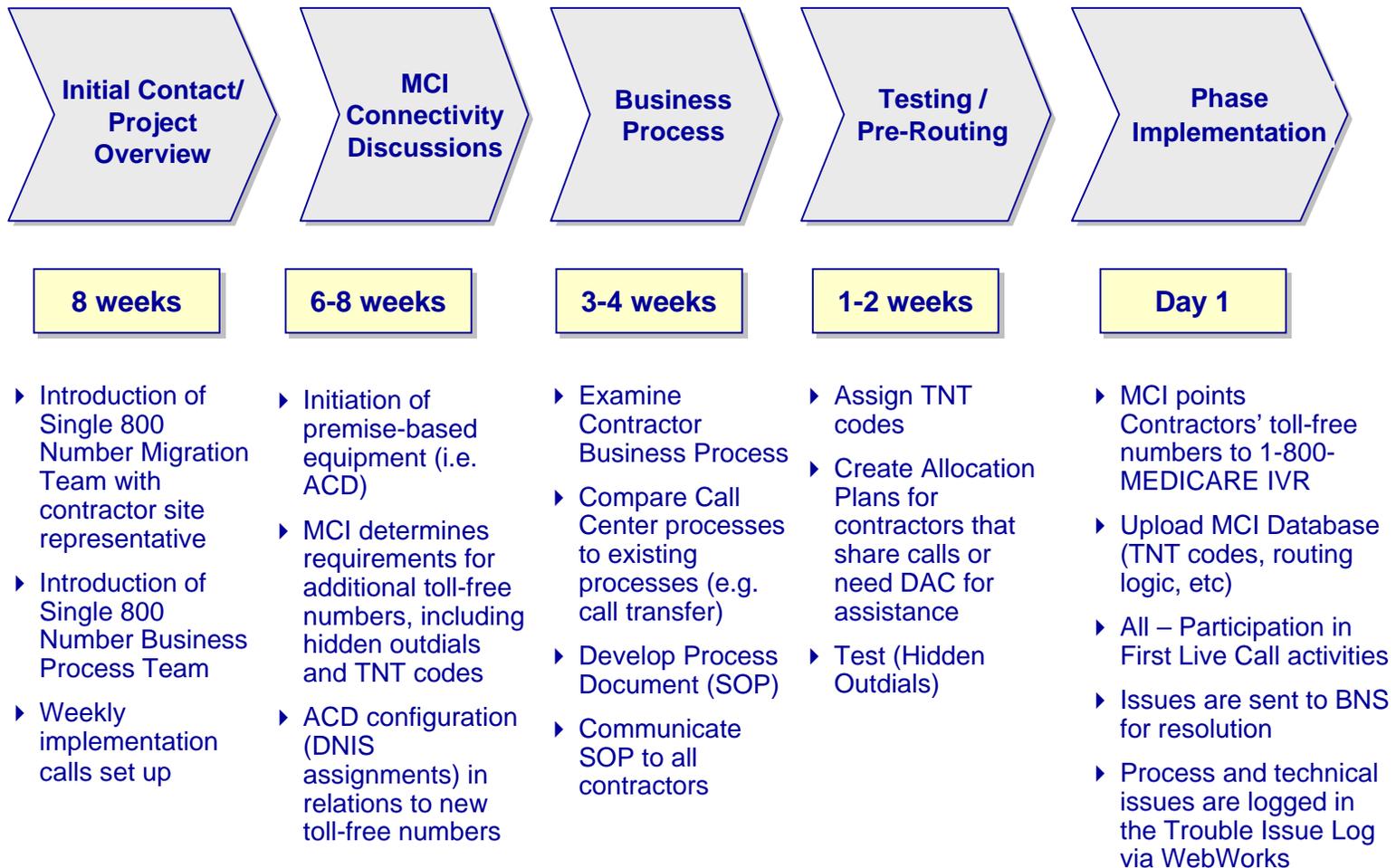
Single 800 Number Migration Overview



Current Single 800 Number Migration Schedule

Phase	Contractor	Migration Date
①	<ul style="list-style-type: none"> ▶ AdminaStar (A, B, DMERC) ▶ HealthNow (DMERC) ▶ HGSA (Part B) ▶ Palmetto (A, B, DMERC, RHHI) ▶ Veritus 	April 21, 2004
②	<ul style="list-style-type: none"> ▶ CIGNA (Part B, DMERC) ▶ FCSO (A, B) ▶ WPS (Part B) ▶ NHIC (PART B) ▶ Arkansas BCBS (A and B) ▶ Georgia BCBS (Part B) ▶ GHI (Part B) ▶ Cahaba (A, B, RHHI) ▶ Riverbend (A) ▶ Trispan (Part A) 	July 7, 2004
③	<ul style="list-style-type: none"> ▶ Noridian ▶ TBHE ▶ Empire ▶ Triple S ▶ Cooperativa ▶ UGS ▶ Carefirst ▶ BCBS of Kansas ▶ BCBS of Nebraska ▶ Regency ▶ BCBS of Wyoming ▶ BCBS of Montana ▶ BCBS of Arizona ▶ Premera ▶ BCBS of Oklahoma ▶ Anthem 	July 21, 2004

Single 800 Number Migration Process



Single 800 Number Migration – Key Communications Activities

- ▶ Release Draft Change Request 3195 – March 16, '04
- ▶ Conduct Conference Call with all Call Center Managers (CCUG) – April 21, '04
- ▶ Release Final Change Request 3195 – April 30, '04
- ▶ Brief Medicare Contractor Executives – May 4, '04
- ▶ Release Project Plan to ROs/Contractors – May '04
- ▶ Notify the Congress and the Provider Community - TBD

Single 800 Number Migration – CMS Expectations for Medicare Contractors

- ▶ Implement MSN changes
 - 1-800-MEDICARE
 - Add Types of Service
- ▶ Eliminate Beneficiary premise-based IVR equipment
- ▶ Revise correspondence/letterhead with 1-800-MEDICARE
- ▶ Conduct CSR training prior to migration
- ▶ Include 1-800-MEDICARE in outreach materials

***Provider* Telephone Inquiries Activities Are Not Affected**

Single 800 Number Migration Success Factors

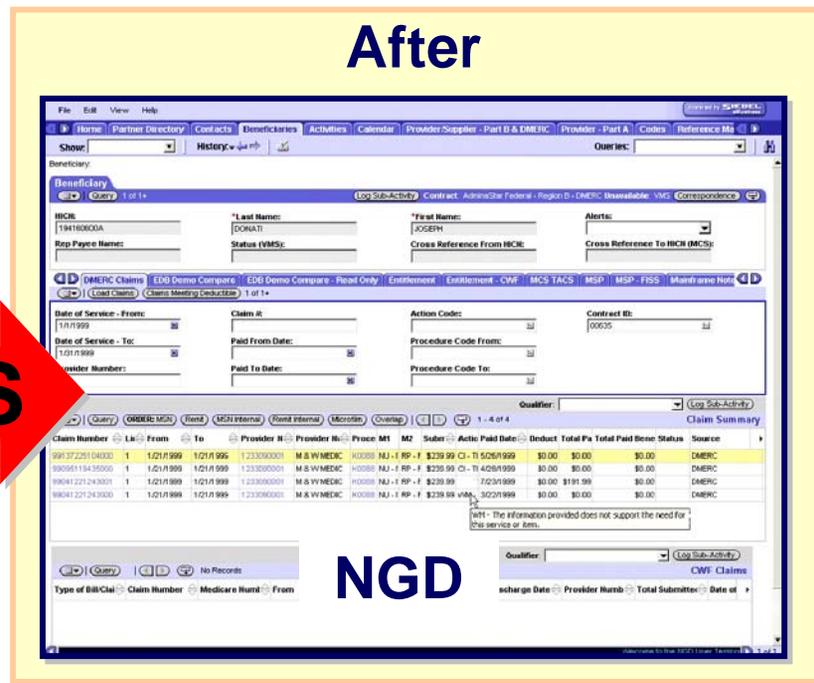
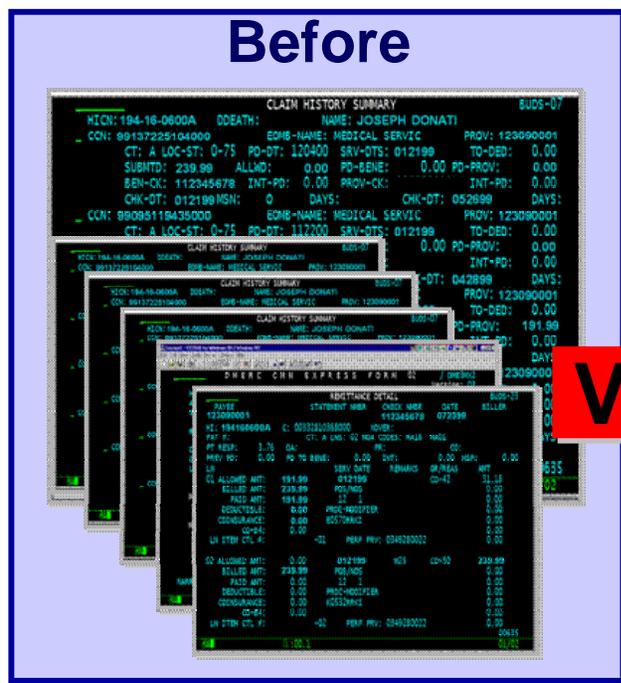
- ▶ Teamwork between CO, RO, Contractors and Vendors
- ▶ Workgroups
 - Technical
 - Operational
 - Communications
 - Management Reporting
- ▶ Advanced Planning and Preparation
- ▶ Communications Plan

Project success: “involves technical components, operational and business process”

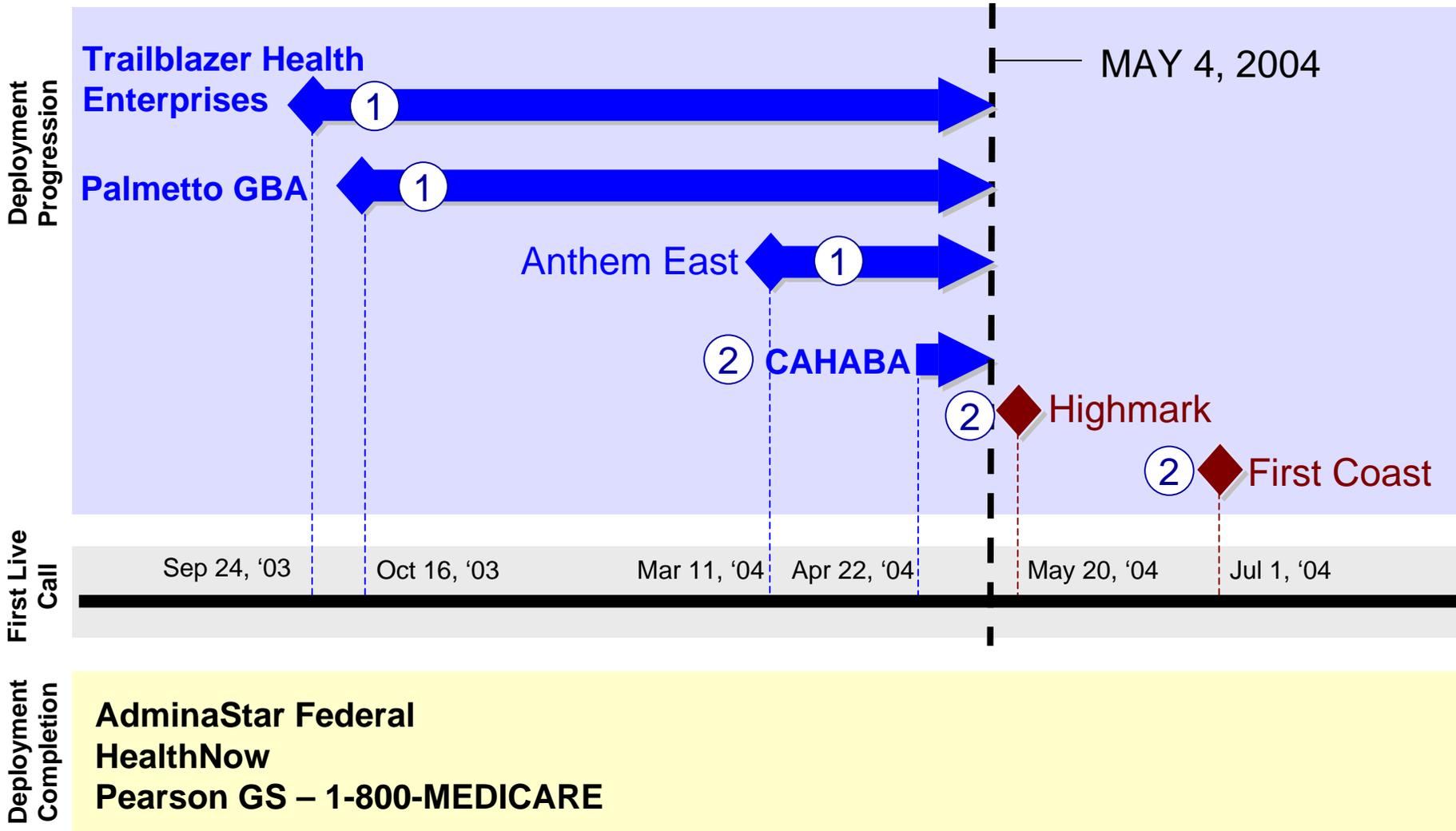
NGD Deployment

Next Generation Desktop (NGD)

- ▶ CMS standardized desktop tool for the Beneficiary Call Centers to effectively and efficiently address any inquiry from any Medicare customer
- ▶ Foundation of VCS providing multiple channels of communication
- ▶ A Siebel-based CRM System



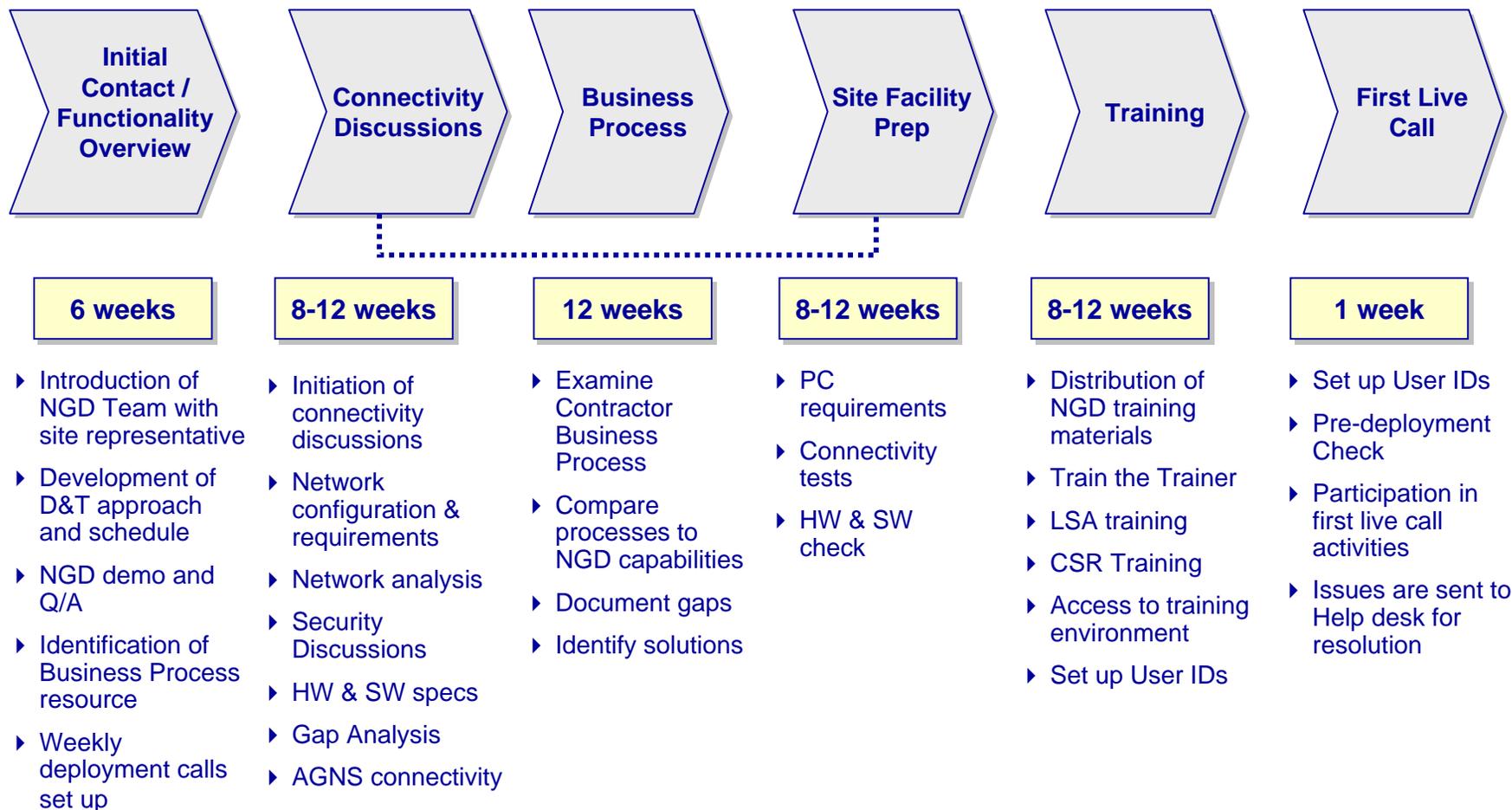
NGD Deployment Overview



Current NGD Deployment Schedule

Window	Contractor	Timeframe
①	<ul style="list-style-type: none"> ▶ Trailblazer ▶ Palmetto GBA 	<ul style="list-style-type: none"> ▶ Anthem East <p>June 2003 – October 2003</p>
②	<ul style="list-style-type: none"> ▶ Continuation of Window One sites ▶ Cahaba 	<ul style="list-style-type: none"> ▶ Highmark ▶ First Coast Services Options <p>October 2003 – April 2004</p>
③	<ul style="list-style-type: none"> ▶ BCBS Kansas ▶ GHI 	<ul style="list-style-type: none"> ▶ Cigna ▶ Triple S <p>April 2004 – October 2004</p>
④	<ul style="list-style-type: none"> ▶ WPS ▶ NHIC ▶ Noridan 	<ul style="list-style-type: none"> ▶ Empire ▶ Arkansas <p>October 2004 – March 2005</p>
⑤	<ul style="list-style-type: none"> ▶ Riverbend ▶ UGS 	<ul style="list-style-type: none"> ▶ Mutual of Omaha ▶ Premera <p>March 2005 – August 2005</p>
⑥	<ul style="list-style-type: none"> ▶ All other contractors ▶ Arizona ▶ COSVI ▶ Georgia ▶ Maryland ▶ Missouri 	<ul style="list-style-type: none"> ▶ Montana ▶ Oregon ▶ Rhode Island ▶ Trispan ▶ Wyoming <p>August 2005 – February 2006</p>

NGD Deployment Process



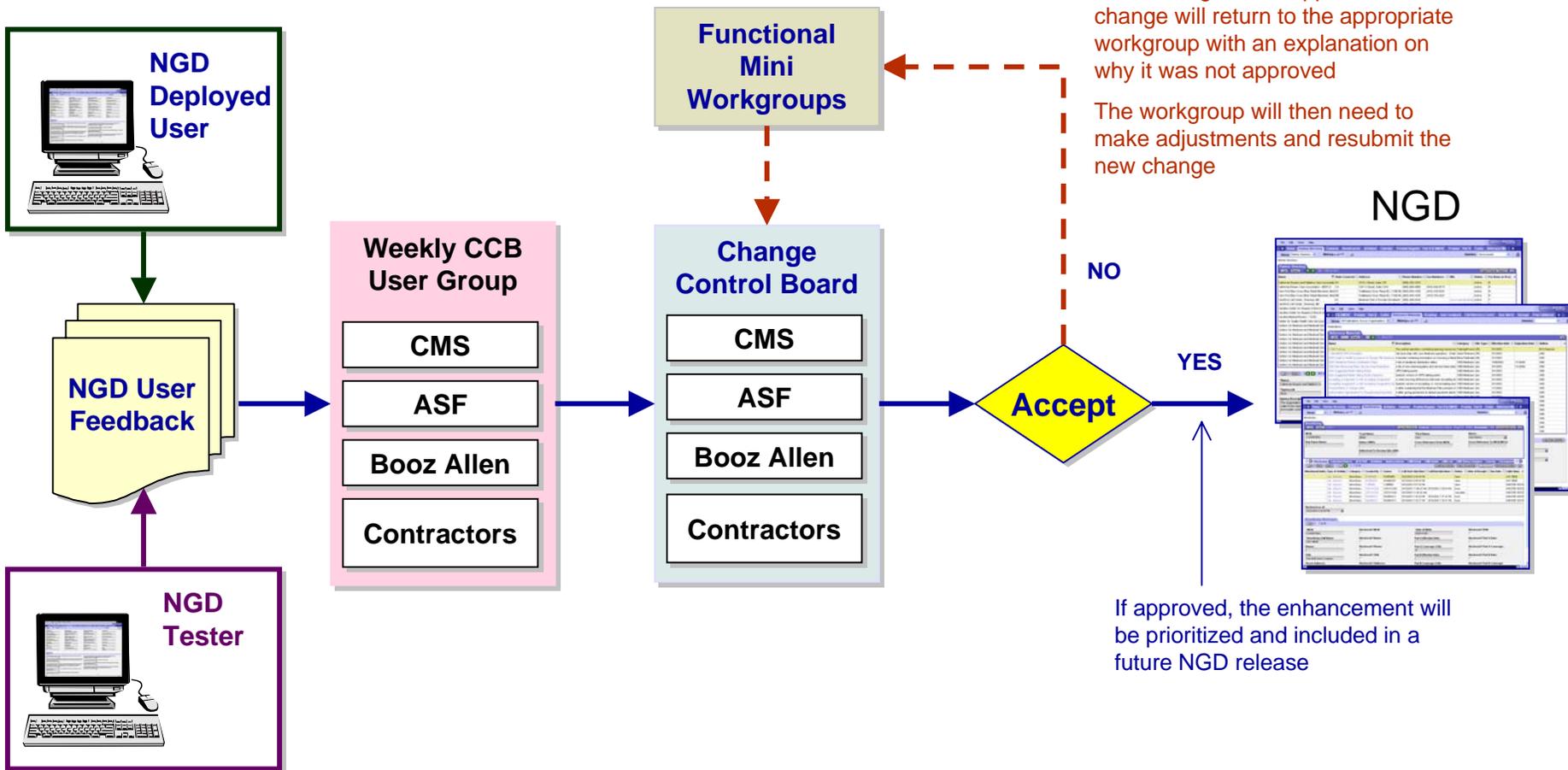
The current deployment process typically takes 16 - 24 weeks for call centers to deploy

NGD Deployment Enhancements

- ▶ The NGD team continues to implement enhancements to the NGD deployment process that are identified by the NGD team members

- ▶ Various forums are used to identify and discuss lessons learned during each deployment:
 - Group Technical Kick Off Meetings
 - Operational Kick Off Meetings
 - Business Process Standardization Meetings
 - Group deployment calls
 - Early access to the NGD training region
 - Usage of the Deployment Assistance Center

NGD Enhancements Process



Deploying sites are encouraged to participate in release testing and change control processes for ongoing enhancements to the NGD

Past NGD Releases and Enhancements

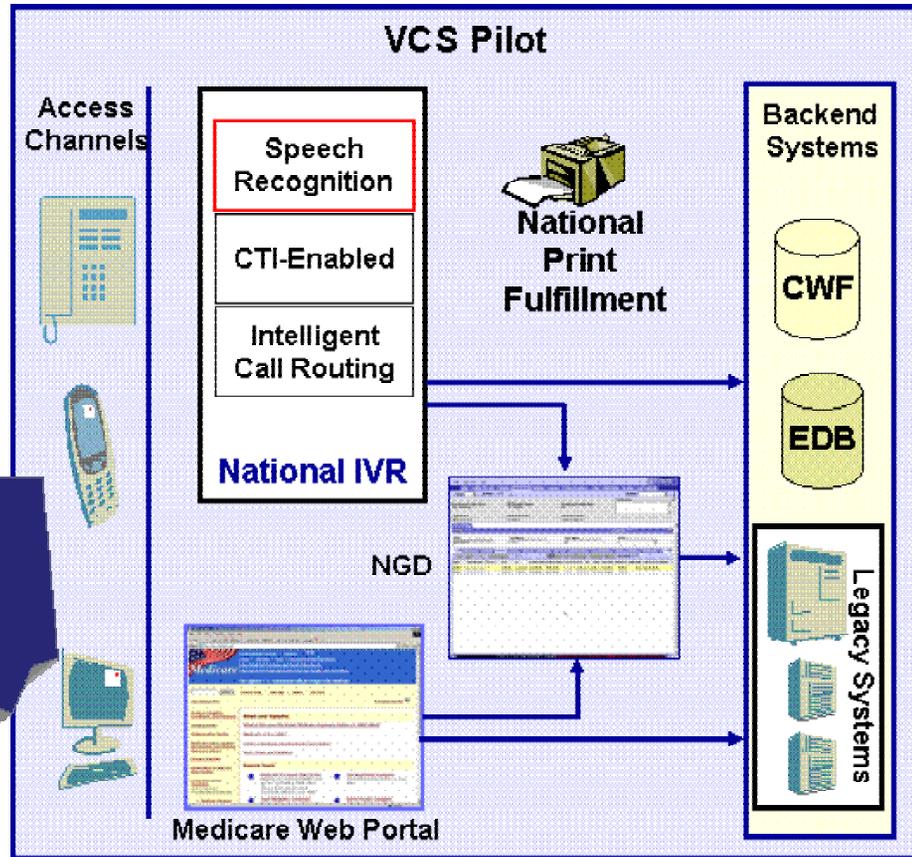
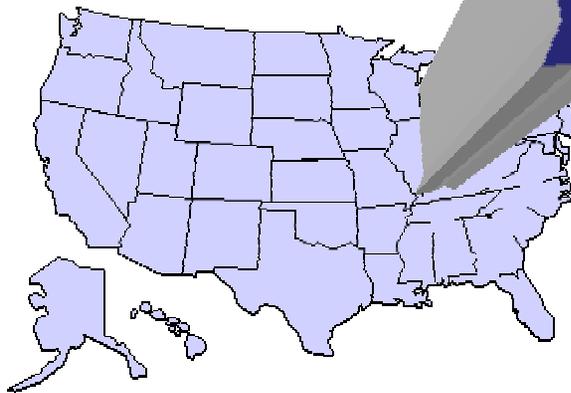
- ▶ Enhancements are continuously being made based on feedback from user groups

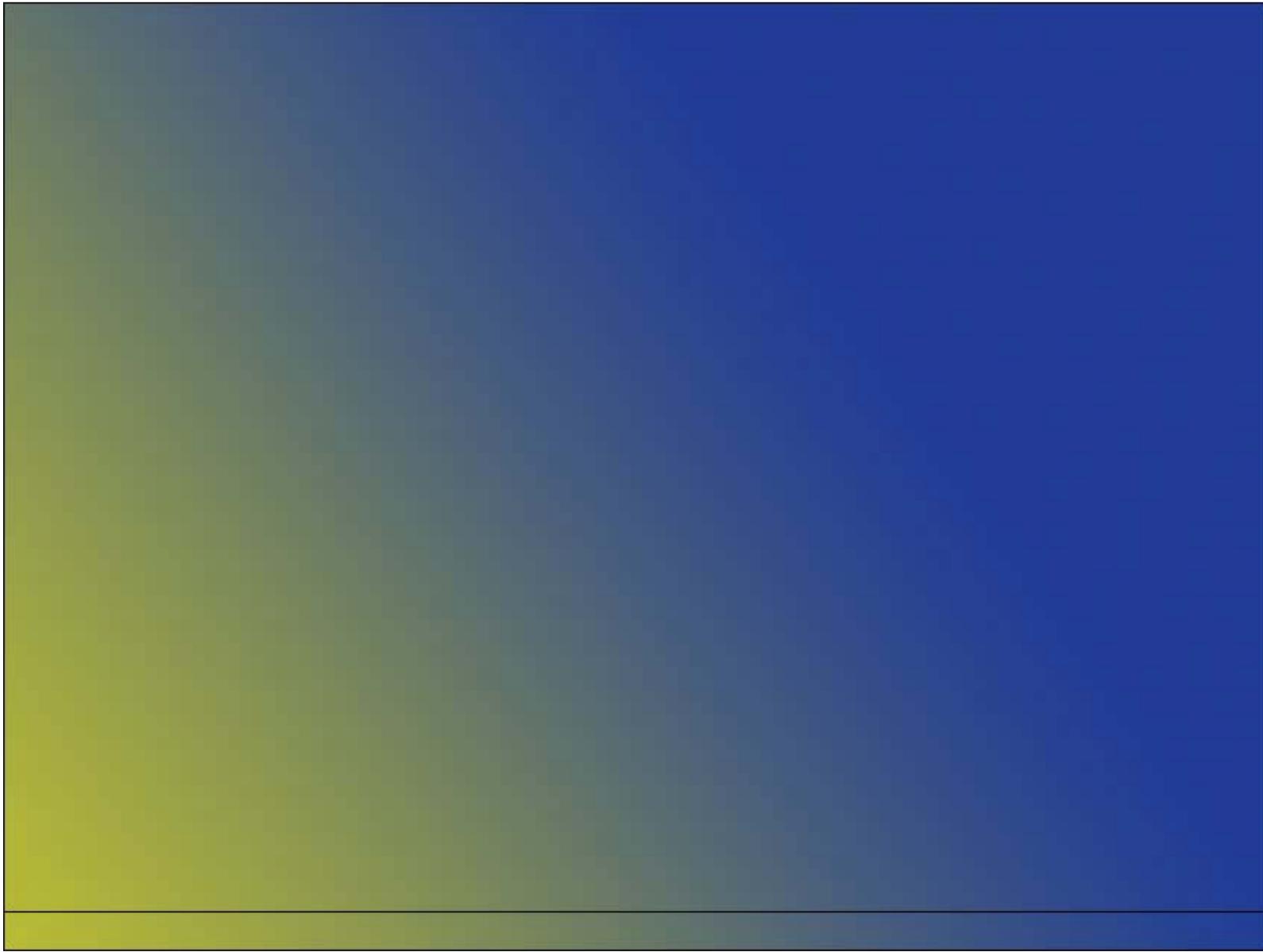
Release No.	No. of Enhancements	Date Implemented
R2.0		July 14, 2003
R2.0.0.4	2	August 15, 2003
R2.0.1.0	44	August 23, 2003
R2.0.2.0	Quarterly Release Update	October 5, 2003
R2.0.2.1	1	October 9, 2003
R2.0.2.2	1	October 17, 2003
R2.0.2.3	1	October 30, 2003
R2.0.2.4	1	November 4, 2003
R2.0.2.5	4	November 6, 2003
R2.1	28	December 13, 2003
R2.1.1	Quarterly Release Update	January 1, 2004
R2.2	38	January 31, 2004
R3.0	VCS Release	March 15, 2004
R3.1	80	June 12, 2004

| VCS

Virtual Call Center Strategy – Indiana Pilot

- ▶ Full implementation of VCS customer service improvements for a single state is currently underway in Indiana:
 - Single 800 Number
 - National Speech Recognition IVR
 - Next Generation Desktop (NGD)
 - Intelligent Call Routing (ICR)
 - Secure IVR/CTI
 - Medicare Beneficiary Portal (MBP)





| Q&A