

Slide 1:

DMEPOS Competitive Bidding Program: FFS Provider Education & Outreach

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Slide 2:

Objective

To educate contract suppliers, non contract suppliers, and FFS providers who refer Medicare beneficiaries for DMEPOS.

Using the FFS Provider Communications Network, ensuring that each provider type knows how the program affects them and their Medicare patients.

Slide 3:

Key Components

1. Products
2. Announcements
3. Dedicated CMS provider website
4. Provider Training
5. Direct mailing to select providers

Slide 4:

Products

Base Program Products:

- 3 Special Edition MLN Matters SE0805; SE0806; SE0807
- CR 5978/ MM5978 - Phase I Internet Online Manual
- CR 6119/ MM6119 - Phase II Internet Online Manual
- MLN SE 0820 - DMEPOS Supplier Marketing Rules
- CR6112/ MM 6112 - Complex Rehab Power Mobility (TBD).
- CR xxxx/ MMxxxx (TBD - primarily claims processing instructions)

Specific Audience Tip Sheets

- Referral Agents (released)
- Grandfathered Suppliers (released)
- Physician and Treating Practitioners (released)
- Non contract Suppliers (released)
- Mail Order Diabetic Testing Suppliers (released)
- SNF/NF Suppliers
- PT/OT Suppliers

Training Packages – Power Point used for First National Provider Call

- FAQs

Slide 5:

**Announcements**

- 22 Announcements
  - > 600 K list serv subscribers
  - C/RO email to >2000 national and local provider organizations
  - Posting on CO and FI/carrier/MAC websites and provider bulletins
  - Weekly message to FFS Provider Organizations
- Provider Open Door Forums (ODFs)
- Provider Conference Exhibits

Slide 6:

**Dedicated Provider Website** <http://www.cms.hhs.gov/DMEPOSCompetitiveBid>

- All information in one place
- MSAs and CBAs
- Product Categories and Items
- Contract Suppliers,
- Regulations, Notices and Manuals,
- Educational Products and Resources,
- Announcements
- Quality Standards
- CBIC
- PAOC

Slide 7:

**Provider Training**

- CMS Training of FI/carrier/MAC Provider Inquiry & Outreach Staff
- National Provider Training (3). Additional calls TBA
- Contract Supplier Training
- RO Provider Training
- FI/carrier/MAC Provider Training (e.g. “Ask the Contractor” calls)
- Point-of-Service Training - through FI/carrier/MAC provider call centers

Slide 8:

**Direct Mailing to Referral Agents Located in CBAs**

- **FI/Carrier/MAC mailing**
- **Estimated 82K recipients**
- **Target - providers with a practice location in a CBA**
- **Package includes:**
  - **cover letter,**
  - **referral agent tip sheet,**
  - **flyer advertising beneficiary brochure,**
  - **listing of contract suppliers in the CBA\***