



# Beneficiary Education

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# Overview

- Objective
- Timeline
- Education -- Program announcement (April 07)
  - ☐ National
  - ☐ Local
- Education -- Supplier selection (March 08)
  - ☐ National
  - ☐ Local



# Objective

To promote a clear understanding of DMEPOS competitive bidding program impact on Medicare beneficiaries through a variety of communication channels and information intermediaries.



# Timeline

- April 2, 2007 -- Program Announcement
- March 2008 -- Supplier Announcement
- April – June 2008 ... Pre-Implementation  
Education Campaign
- July 1, 2008 -- Program Implementation



# Program Announcement/National

- Media

- ☐ Press Release
- ☐ Technical Backgrounder

- Print Materials

- ☐ Beneficiary Fact Sheet (English/Spanish)  
posted on [www.medicare.gov](http://www.medicare.gov)
- ☐ M&Y handbook (Fall 2007)
- ☐ DME publication (Fall 2007)



# Program Announcement/National

- Partner Network
  - SHIP/AoA
  - AARP/consumer advocates
  - Disease organizations
- 1-800-MEDICARE
- [www.medicare.gov](http://www.medicare.gov)



# Program Announcement/Local

- CMS Regional Offices
  - Fact sheet for each market
  - Educational articles for newspapers/senior pubs
  - Listserv distribution, beneficiary fact sheet, telephone contact and/or meetings:
    - Local affiliates of national partner network
    - Congressional district offices



# Supplier Announcement/National

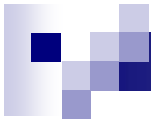
- Media

- ☐ Press Release
- ☐ Technical Backgrounder
- ☐ “My Health My Medicare” cable TV program

- Print materials

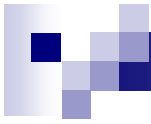
- ☐ Beneficiary fact sheet
- ☐ M&Y handbook (Fall 2008)
- ☐ DME publication (Fall 2008)





# Supplier Announcement/National

- Partner network
  - SHIP/AoA
  - AARP/consumer advocates
  - Disease organizations
- Suppliers
- Providers (physicians, referral agents)
- FFS Contractors



# Supplier Announcement/National

- 1-800-MEDICARE
- [www.medicare.gov](http://www.medicare.gov)
- Medicare ombudsman



# Supplier Announcement/Local

- CMS Regional Offices
  - Fact sheet for each market
  - Educational articles for newspapers/senior pubs
  - PSAs



# Supplier Announcement/Local

- CMS Regional Offices
  - Listserv distribution, beneficiary fact sheet, telephone contact and/or meetings:
    - Local affiliates of national partner network, supplier/provider associations
    - Congressional district offices
    - State Medicaid Agencies
    - State Ombudsman Offices
    - Offices of Rural Health



# Supplier Announcement/Local

- CMS Regional Offices
  - Listserv distribution, beneficiary fact sheet, telephone contact and/or meetings:
    - State Pharmacy Associations
    - State and City/County Chambers of Commerce
    - State Department of Insurance
    - Faith-based and minority organizations
    - Suppliers



# Supplier Announcement/Local

- CMS Regional Offices
  - Listserv distribution, beneficiary fact sheet, telephone contact and/or meetings:
    - Referral agents
      - Physicians
      - Hospital/ER discharge planners
      - Clinic social workers
      - Skilled nursing facilities
    - FFS Contractors
    - Local ombudsman for each market