



## 03-26-2019 Human Centered Design (CCSQ Grand Rounds Live Webinar)

### ***Continuing Education (CE) Activity Information & Instructions*** *(Live Activity #: WE-L03262019-GR)*

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# Activity Information

## Activity Description

This Grand Rounds event recognized where human centered design is being applied within the Centers for Medicare & Medicaid Services (CMS), recalled elements of the Human Centered Design Cycle, identified how the process of journey mapping of the patient experience in the U.S. Department of Veterans Affairs (VA) identified important moments for Veterans in their interaction with the system of care, and recognized the tools that the Veterans Experience Office developed to improve the patient experience for veterans.

## Target Audience

This activity is designed for physicians and other health care professionals.

## Learning Objectives

By the end of this activity, participants should be able to:

- Recognize where Human Centered Design is being applied within the Centers for Medicare & Medicaid Services (CMS)
- Recognize elements of the Human Centered Design Cycle
- Identify how the process of journey mapping of the patient experience in the U.S. Department of Veterans Affairs (VA) identified important moments for veterans in their interaction with the system of care
- Recognize the tools that the Veterans Experience Office developed to improve the patient experience for veterans

## Participation

Register for the webinar, participate in the webinar, and access and complete the assessment and evaluation, per the [Instructions for Continuing Education Credit](#), at the end of this document.

## Speaker Bios & Disclosures (alphabetical by last name)

No one in a position to control the content of this activity has anything to disclose. All planners and developers of this activity have signed a disclosure statement indicating any relevant financial interests. This activity was developed without commercial support.

**Lee A. Becker, MSM, presenter**, serves as the Chief of Staff of the Veterans Experience Office, enabling the Department of Veterans Affairs (VA) to improve the customer experience for all veterans, families, caregivers, and survivors. Prior to his current role, Mr. Becker served as a Division Chief at the Board of Veterans' Appeals, where he provided leadership and development of the VA appeals modernization efforts to help reduce the backlog of veterans' appeals.

Prior to joining the VA, Mr. Becker served at the Navy's Bureau of Medicine and Surgery, and Headquarters Marine Corps, as the Deputy Officer in Charge, Wounded Warrior Regiment Medical Division. He was responsible for developing wounded warrior programs to help the transition of all wounded, ill, and injured Marines and families through the continuum of care and ensuring a seamless transition post military into society and sustained care at the VA.

Mr. Becker earned a Master of Science degree in Management from the Catholic University of America.

**Mary Greene, MD, MPH, MBA, presenter,** is a Senior Advisor in the Office of the Administrator at the Centers for Medicare & Medicaid Services (CMS). She leads CMS' Patients over Paperwork Initiative, an agency-wide regulatory reform and burden reduction effort aimed to reduce the time clinicians and health care providers spend on unnecessary administrative requirements so they can spend more time providing high quality care and an exceptional patient experience. Dr. Greene is also a Pediatrician and Fellow of the American Academy of Pediatrics and gives presentations and conducts teleconferences on burden reduction and program integrity issues.

Prior to her current role, Dr. Greene served as the Director of the Governance Management Group in the CMS Center for Program Integrity (CPI), where she led CPI's vulnerability management, regulation development, strategy development, GAO fraud risk assessment, and performance oversight functions. Prior to joining CMS, she led strategy and operational support projects to stand up new programs, improve operational efficiencies, build collaborations and foster professional development.

Dr. Greene earned Doctor of Medicine and Master of Public Health degrees from the Yale University Schools of Medicine and Public Health. She also earned a Master of Business Administration degree from Loyola College in Maryland.

**Kayenda Johnson, PhD, presenter,** has been employed as a Digital Services Expert with a focus on Human-Centered Design with the U.S. Digital Service and the Centers for Medicare & Medicaid Services (CMS) since July 2016. Dr. Johnson's research is focused on the management of user research with specific emphasis on understanding the human(s) for which the products and processes are designed. She has worked on an array of projects, including the Center for Clinical Standards and Quality's (CCSQ's) Quality Payment Program (QPP) and the Office of Enterprise Data Analytics' (OEDA's) Website Data Discoverability and Stakeholder Engagement Project.

Before joining the U.S. Digital Service's Team at CMS, Dr. Johnson was a consultant providing user research and other HCD services to a variety of federal agencies, such as the Federal Bureau of Investigation (FBI) and the U.S. Secret Service. She led user research efforts for the design of CMS' QPP website with a host of government and contracting teams. In addition, Dr. Johnson serves as an advocate for human-centered design (HCD) integration across the agency.

Dr. Johnson earned a Doctor of Philosophy degree in Industrial and Systems Engineering with a concentration in Human Factors Engineering from Virginia Polytechnic Institute and State University.

**Kevin L. Larsen, MD, FACP, presenter,** is the Director of the Continuous Improvement and Strategic Planning Team at the Centers for Medicare & Medicaid Services (CMS). Dr. Larsen leads the CMS lean transformation and advises on health IT policy and care transformation. He previously served for four years as the Medical Director of Meaningful Use for Health IT at the Office of the National Coordinator (ONC). In this role, he led the ONCs work on quality policy, measurement, and improvement, including clinical decision support and registries.

Dr. Larsen is an Associate Professor of Medicine at the University of Minnesota. His research includes health care financing for people living in poverty, computer systems to support clinical decision making, and health literacy. Prior to working for the federal government Dr. Larsen served as the Chief Medical Informatics Officer and the Associate Medical Director at Hennepin

County Medical Center in Minneapolis, Minnesota. He also served as the Medical Director for the Center for Urban Health, a hospital, community collaboration in research and design to eliminate health disparities.

Dr. Larsen earned a Doctor of Medicine degree from the University of Minnesota.

**Shari Ling, MD, developer/planner**, is the Deputy Chief Medical Officer (CMO) for the Centers for Medicare & Medicaid Services (CMS) and Medical Officer in the Centers for Clinical Standards and Quality (CCSQ). She assists the CMS CMO in the Agency's pursuit of higher quality health care, healthier populations, and lower cost through quality improvement. Dr. Ling served on the faculty of the Johns Hopkins School of Medicine for five years before joining the Intramural Research Program of the National Institutes of Health (NIH) at the National Institute on Aging (NIA) as a Staff Clinician for eight years. At the NIA, Dr. Ling studied human aging and age-associated chronic diseases with attention to musculoskeletal conditions and mobility function for eight years.

Dr. Ling is also a Gerontologist. She served as the Clinical Services Co-Director of the Andrus Older Adult Counseling Center after receiving her training in direct service from the Leonard Davis School at the University of Southern California.

Dr. Ling earned a Doctor of Medicine degree at Georgetown University School of Medicine.

**Barry Marx, MD, presenter**, is a Pediatric Endocrinologist and has served as the Director of the Office of Clinician Engagement in the Center for Clinical Standards and Quality (CCSQ) at the Centers for Medicare & Medicaid Services (CMS) since March 2018. Dr. Marx previously served with the Department of Defense, and served as the Chief of Primary Care of the Kirk U.S. Army Health Clinic at Aberdeen Proving Ground in Maryland.

Dr. Marx has worked with underserved populations in Federally Qualified Health Centers (FQHCs) for more than 20 years. He served as the Senior Medical Advisor to the Office of Head Start, and most recently served as Chief of Primary Care at the Kirk US Army Health Clinic. He continues his clinical work through the Kirk US Army Health Clinic at Aberdeen Proving Ground as a Pediatric provider, and has retained his appointment as part-time faculty in the Department of Pediatrics, Johns Hopkins University School of Medicine.

Dr. Marx earned a Doctor of Medicine degree from the School of Medicine at the University of Maryland, and completed a Residency in Pediatrics at the Duke University Medical Center followed by a Pediatric Endocrinology Fellowship at the Children's Hospital of Philadelphia.

**Barbara C. Morton, JD, LLM, presenter**, joined the Department of Veterans Affairs (VA) in 2006 and is currently serving as the Deputy Chief of the Veterans Experience Office. Ms. Morton has served in a variety of capacities at the VA. She served as a Staff Attorney for the Board of Veterans' Appeals in the Office of Veterans Law Judges, Special Counsel to the Appellate Group, Special Assistant to the Vice Chairman, Executive Assistant to the Chairman, and Director of Management, Planning & Analysis.

Ms. Morton received a Gears of Government Award for transforming the VA's capabilities to provide veterans with an excellent customer experience. Her work empowers veterans and VA employees to improve the veteran experience utilizing real-time data and tools and strategic

partnerships between communities, veterans, and families. Ms. Morton has published a variety of law review articles, including two pieces relating to posttraumatic stress disorder (PTSD). She also volunteers for various veteran-centered causes, including events at the Arlington Cemetery and the annual Toys-for-Tots campaign.

Ms. Morton earned a Juris Doctor degree from the Suffolk University and completed an Master of Laws degree in Constitutional Law at Georgetown University.

**Anthony Benno Schmidt, BA, presenter,** serves as the Human-Centered Design (HCD) Lead for the Office of the Administrator (OA) at the Centers for Medicare & Medicaid Services (CMS). Mr. Schmidt also serves as a Digital Services Expert with the U.S. Digital Service. He specializes in healthcare design solutions. He has collaborated across CMS with the Office of Enterprise Data Analytics (OEDA), the Center for Clinical Standards and Quality (CCSQ), the Center for Medicare and Medicaid Innovation (CMMI), the Center for Medicare (CM), and the Office of Information Technology (OIT), using HCD tools and methods to create solutions for policy writing, quality reporting, application programming interface (API) management, data sharing, data standards, and the CMS employee experience. Mr. Schmidt and Dr. Kayenda Johnson promote the use of design research and design operations across the CMS organization by collaborating, mentoring, and speaking with CMS staff on the use of HCD to solve healthcare problems.

Mr. Schmidt has over 20 years of design experience, including 10 years of experience in the healthcare industry. His experience includes collaborating on design solutions for the health insurance industry, federal health agencies, clinical associations, and healthcare networks. Before working in healthcare, Mr. Schmidt worked on design solutions for the defense, financial services, and automotive industries.

Mr. Schmidt earned a Bachelor of Arts degree in Political Science and English from Boston University, and a Bachelor of Arts degree in Fine Arts and Design from George Washington University.

**Patrick Wynne, BS, developer/planner,** is employed as a Health Insurance Specialist with the Center for Clinical Standards and Quality (CCSQ) at the Centers for Medicare & Medicaid Services (CMS). Mr. Wynne has been employed with CMS for over six years and is serving as the Contracting Officer Representative (COR) on the Grand Rounds Contract. His previous experience with CMS includes serving as a Contract Specialist and Financial Analyst.

Mr. Wynne earned a Bachelor of Science degree in Sport Management from the York College of Pennsylvania.

## Continuing Education Credit Information

### Continuing Education Credit

#### Accreditation Council for Continuing Medical Education (ACCME)

The Centers for Medicare & Medicaid Services (CMS) designates this **live activity** for a maximum of 1 AMA PRA Category 1 Credit™. Physicians should only claim credit commensurate with the extent of their participation in the activity. Credit for this course expires at midnight on April 15, 2019.

## International Association for Continuing Education and Training (IACET)

The Centers for Medicare & Medicaid Services (CMS) is authorized by IACET to offer 0.1 Continuing Education Unit (CEU) for this activity. CEU will be awarded to participants who meet all criteria for successful completion of this educational activity. CEU credit for this course expires at midnight on April 15, 2019.

### Accreditation Statements

[Please click here for accreditation statements.](#)

## Instructions for Continuing Education Credit

The Medicare Learning Network® (MLN) recently upgraded its Learning Management System (LMS).

If you were already registered in the former MLN Learning Management System (LMS), you do not need to create a new login or password. However, the appearance of the system and instructions for registering, logging-in, accessing courses, and obtaining certificate information have all changed.

For more information on the new LMS, please visit <https://www.cms.gov/Outreach-and-Education/Medicare-Learning-Network-MLN/MLNProducts/Downloads/LMPOS-FAQs-Booklet-ICN909182.pdf>.

### Learning Management System (LMS) Instructions

In order to receive continuing education credit for this live activity, you must pass the session post-assessment and complete the evaluation. The continuing education post-assessments and evaluations are being administered through the Medicare Learning Network®.

**The post-assessment will be available on the Medicare Learning Network® (MLN) Learning Management System (LMS). Participants will need to login or register, to access the post-assessment.**

#### Registering To Take a Post-Assessment

If you have previously taken Medicare Learning Network® (MLN) web-based training (WBT) courses, you may use the login ID and password you created for those courses. If you are a new user, you will need to register.

#### Already have an account with the MLN LMS?

To login (if you already have an account):

1. Go to the LMS Homepage <https://learner.mlnlms.com>
2. Enter your login ID and password and click on “Log In”

## Don't have an account with the MLN LMS?

Accessing the LMS/registering if you have NO account

- Need step by step instructions with screen shots?
- Forgot your password?
- Want to edit your account information?

## How do I create an account?

1. Go to the LMS Homepage <https://learner.mlnlms.com>
2. Select "Need an Account?"
3. Enter information for all the required fields (those with asterisks)

**\*NOTE:** Your login ID is case sensitive. Your password must include at least the following:  
Eight characters

- One number
- One lowercase letter
- One uppercase letter
- One of the following six symbols: ! @ \$ % & ?

You may select "Other" for the "Health Care Provider" and "Health Care Facility Type" fields. You may select "Other" or "None" for the "Association" field, if you are not associated with an association or your's is not listed.

4. At the "Select Organizations" screen, type "CMS" in the "Find Organization" field, and select "Search." Select "CMS-MLN Learners Domain – Organization," and select "Save"
5. Complete the "Time Zone," "Region," and "# of Records (per page)" fields
6. Select "Create" to create your LMS account
7. A verification code will be sent to your email address that was used to create the new account. Enter the code and select "Go"

Add [MLN@cms.hhs.gov](mailto:MLN@cms.hhs.gov) to your address book to prevent MLN communications from going to your spam folder.

## Finding the Post-Assessment:

1. Log In at <https://learner.mlnlms.com>
2. Enter title "**03-26-2019 Human Centered Design**" in the "Browse Catalog" box (If you do not see the "Browse Catalog" box you will need to open your browser more)
3. Click on the title in the dropdown, scroll to the bottom of the page
4. Click "Enroll," scroll to the bottom of the page
5. Click "Access Item," scroll to the bottom of the page
6. Click "Post-Assessment," open item

## Accessing Your Transcript and Certificate

To complete the course and get your certificate, you must complete the course evaluation.

[Please click here for instructions for completing the evaluation and accessing your transcript and certificate.](#)

For questions regarding continuing education credit contact [CMSCE@cms.hhs.gov](mailto:CMSCE@cms.hhs.gov) via email.

### ***Hardware/Software Requirements***

[Please click here for hardware and software requirements.](#)

### ***CMSCE Program Policies***

[Please click here for CMSCE Program Policies.](#)

### ***CMS Privacy Policy***

[Please click here for CMS' Privacy Policy.](#)

### ***Help***

For questions regarding the content of this activity, or technical assistance with the Medicare Learning Network® (MLN) Learning Management System (LMS), your assessment, or certificate, contact CMSCE at [CMSCE@cms.hhs.gov](mailto:CMSCE@cms.hhs.gov) via email.