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# CMS Manual System

## Pub. 100-09 Medicare Contractor Beneficiary and Provider Communications

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Department of Health &  
Human Services (DHHS)  
Centers for Medicare &  
Medicaid Services (CMS)

Transmittal 8

Date: February 18, 2005

CHANGE REQUEST 3706

**SUBJECT: Medicare Beneficiary Call Centers Will Begin Offering Preventive Services Information.**

**I. SUMMARY OF CHANGES:** Medicare Customer Service Representatives will begin Promoting Medicare's Preventive Benefits and Services using CMS Approved Scripting.

**MANUALIZATION/CLARIFICATION- EFFECTIVE IMPLEMENTATION DATES-** March 14, 2005

*Disclaimer for manual changes only: The revision date and transmittal number apply only to red italicized material only. Any other material was previously published and remains unchanged. However, if this revision contains a table of contents, you will receive the new/revised information only, and not the entire table of contents.*

**II. CHANGES IN MANUAL INSTRUCTIONS: (N/A if manual is not updated)  
R = REVISED, N = NEW, D = DELETED – Only One Per Row.**

R/N/D	CHAPTER/SECTION/SUBSECTION/TITLE
N	2/20/20.1.17 / Promote Medicare Preventive Services

**III. FUNDING: Medicare contractors only: These instructions should be implemented within your current operating budget.**

**IV. ATTACHMENTS:**

- X Business Requirements Document**
- X Manual Instruction**
  - Confidential Requirements**
  - One-Time Notification**

# Attachment - Business Requirements

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**SUBJECT: Medicare Beneficiary Call Centers Will Begin Offering Preventive Services Information.**

## I. GENERAL INFORMATION

**A. Background:** Provisions §611, 612 and 613 of the Medicare Modernization Act (MMA) expanded coverage for certain preventive services. In an effort to inform Medicare beneficiaries of the preventive services they may be eligible to receive, CMS is requiring Medicare customer service representatives to offer beneficiaries with Medicare Part B information on Medicare covered preventive services. To ensure the accuracy of the information provided about the Medicare-covered preventive benefits CMS will require the use of CMS approved scripts.

The Interactive Voice Response system (IVR) will inform callers that preventive services information is available on the Medicare.gov website.

Effective March 14, 2005, Medicare contractors deployed on the Next Generation Desktop (NGD) will ask beneficiaries upon completion of call activity if they would like to hear information about Medicare covered preventive services. Information provided in the NGD on the covered preventive services and when the beneficiary may have the service will be offered to the beneficiary.

Medicare contractors not yet deployed to the NGD will use the preventive services scripts when specifically asked by the beneficiary for information on the Medicare-covered preventive services.

In the event that CMS needs to expand the use of scripts for other Medicare initiatives or limit the proactive offering of preventive services information at a future date, contractors will be notified through the Single800 mailbox distribution.

**B. Policy:** Provision §611 of the MMA provides coverage for certain preventive services with the goal of health promotion and disease detection and includes education, counseling and referral with respect to screening and other preventive services.

**C. Provider Education:** None.

## II. BUSINESS REQUIREMENTS

*"Shall" denotes a mandatory requirement*

*"Should" denotes an optional requirement*

Requirement Number	Requirements	Responsibility ("X" indicates the columns that apply)
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		F I	R H H I	C a r r i e r	D M E R C	Shared System Maintainers				Other
						F I S S	M C S	V M S	C W F	
3706.1	Contractors deployed on the NGD shall train and require their Customer Service Representatives to offer preventive services information to beneficiaries with Medicare Part B. Contractors shall use the required National Operating Procedure and training package that will be provided to contractors through the call center website prior to the implementation of this instruction.	x	x	x	x					
3706.2	Contractors not yet deployed to the NGD shall use the preventive services scripts when specifically asked by the beneficiary for information on the Medicare-covered preventive services.	x	x	x	x					

### III. SUPPORTING INFORMATION AND POSSIBLE DESIGN CONSIDERATIONS

#### A. Other Instructions:

X-Ref Requirement #	Instructions
N/A	

#### B. Design Considerations:

X-Ref Requirement #	Recommendation for Medicare System Requirements
N/A	

C. Interfaces: N/A

D. Contractor Financial Reporting /Workload Impact: N/A

E. Dependencies: N/A

F. Testing Considerations: N/A

### IV. SCHEDULE, CONTACTS, AND FUNDING

<p><b>Effective Date*:</b> March 14, 2005</p> <p><b>Implementation Date:</b> March 14, 2005</p> <p><b>Pre-Implementation Contact(s):</b> Tammee Young at <a href="mailto:tyoung@cms.hhs.gov">tyoung@cms.hhs.gov</a> or Wendy Tucker at <a href="mailto:wtucker2@cms.hhs.gov">wtucker2@cms.hhs.gov</a></p> <p><b>Post-Implementation Contact(s):</b> Tammee Young at <a href="mailto:tyoung@cms.hhs.gov">tyoung@cms.hhs.gov</a> or Wendy Tucker at <a href="mailto:wtucker2@cms.hhs.gov">wtucker2@cms.hhs.gov</a></p>	<p><b>Medicare Contractors shall implement these instructions within their current operating budgets.</b></p>
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**\*Unless otherwise specified, the effective date is the date of service.**

# **Medicare Contractor Beneficiary and Provider Communications Manual**

## **Chapter 2 - Beneficiary Customer Services**

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*20.1.17 - Utilizing CMS-approved Scripts and Communicating Preventive Services  
Information*

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***(Rev. 8, Issued: 02-18-05; Effective and Implementation: 03-14-05)***

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