The Centers for Medicare & Medicaid Services' (CMS) Provider Communications Group (PCG) is responsible for developing and marketing the Medicare Learning Network® (MLN), MLN Connects®, and MLN Matters® brands.

This document gives MLN branded graphics to use in the National Provider Communication Standards.

Colors

Process (CMYK) C 100 M 60 Y 19 K 59	**Process (CMYK)** C 100 M 69 Y 0 K 11	**Process (CMYK)** C 90 M 44 Y 58 K 27	**Process (CMYK)** C 83 M 25 Y 73 K 9	**Process (CMYK)** C 73 M 0 Y 57 K 0	**Process (CMYK)** C 0 M 11 Y 94 K 6
RGB R 0 G 48 B 82	**RGB** R 0 G 82 B 155	**RGB** R 8 G 95 B 93	**RGB** R 35 G 135 B 101	**RGB** R 43 G 184 B 146	**RGB** R 243 G 207 B 30
HTML 002f51	**HTML** 00529b	**HTML** 075e5d	**HTML** 238664	**HTML** 2bb891	**HTML** f2ce1e

Figures & Tables

Table 1: BHI Coding Summary

BHI Codes	Behavioral Health Care Manager or Clinical Staff Threshold Time	Assumed Billing Practitioner Time
BHI Initiating Visit (AWV, IPPE, TCM or other qualifying E/M, or CPT code 90791 for CPs or CSWs billing (HCPCS code G0323)	N/A	Usual work for the visit code
Care management services for behavioral health conditions (HCPCS code G0323)	At least 20 minutes of clinical psychologist or clinical social worker time, per calendar month	15 Minutes
CoCM First Month (CPT code 99492)	70 minutes per calendar month	30 minutes
CoCM Subsequent Months** (CPT code 99493)	60 minutes per calendar month	26 minutes
Add-On CoCM (Any month) (CPT code 99494)	Each additional 30 minutes per calendar month	13 minutes
General BHI (CPT code 99484)	At least 20 minutes per calendar month	15 minutes
Initial or subsequent psychiatric collaborative care management (HCPCS code G2214)	30 minutes of behavioral health care manager time per calendar month	Usual work for the visit code

Medicare PFS Payment Rates Formula

$$\text{Payment} = \left(\text{Work RVU} \times \text{Work GPCI} + \text{PE RVU} \times \text{PE GPCI} + \text{MP RVU} \times \text{MP GPCI} \right) \times \text{CF}$$

Figure 1: Arithmetic graphic of the parts added and multiplied together to show how Medicare decides the PFS payment rate for services

Logos, Icons, & Images

Logo

Registered Trademark

Process (CMYK)
C 100
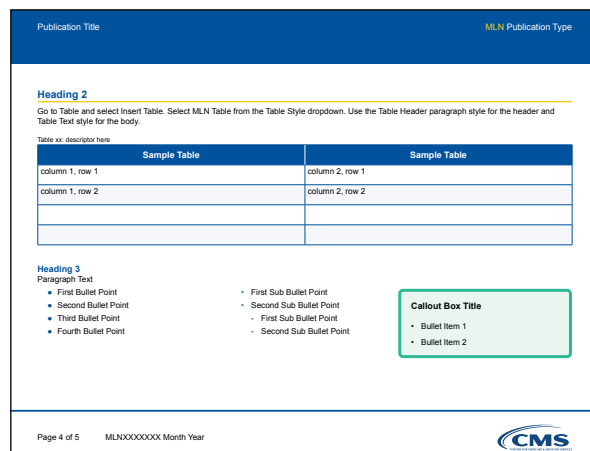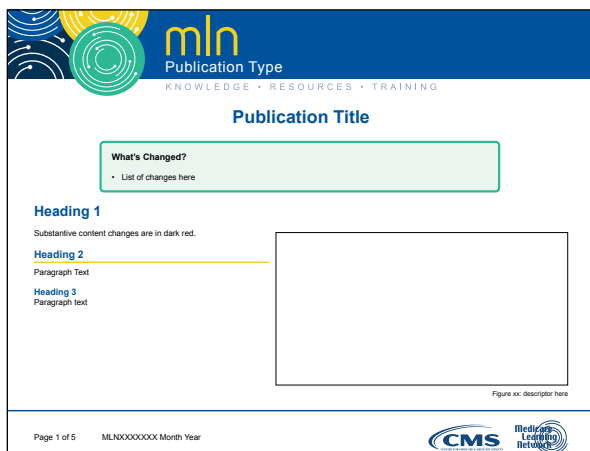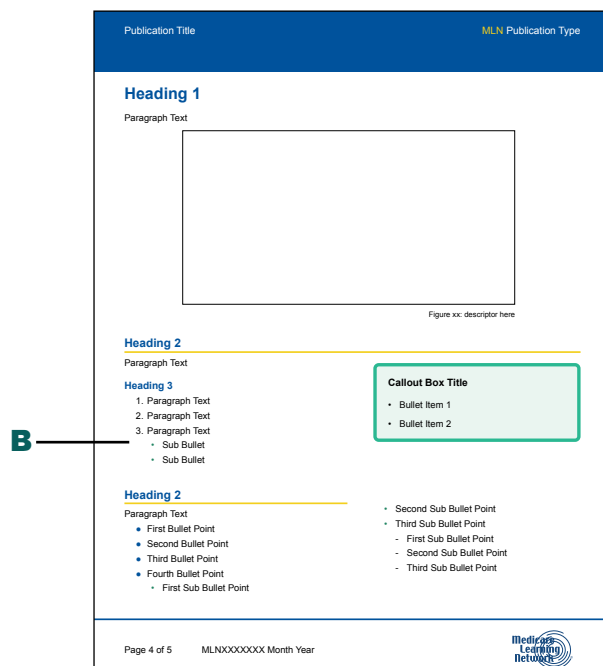M 79
Y 25
K 10

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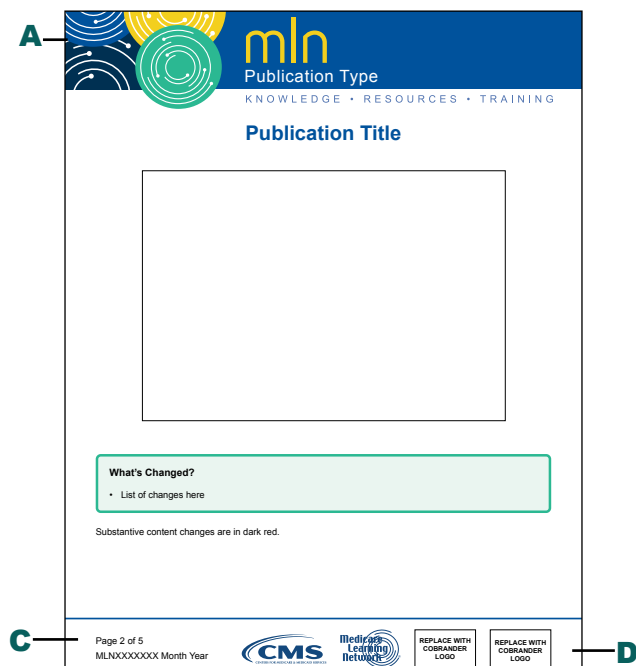
HTML
14477D

Logos, Icons & Images – Logo Colors

PRIMARY
LOGO

REVERSED
LOGO

MLN Formatting & Templates – Publication

A

mln
Publication Type
KNOWLEDGE • RESOURCES • TRAINING

Publication Title

What's Changed?
• List of changes here

Substantive content changes are in dark red.

C
Page 2 of 5
MLNXXXXXXX Month Year

CMS   Medicare Learning Network

REPLACE WITH COBRANDER LOGO   REPLACE WITH COBRANDER LOGO   **D**

Publication Title   MLN Publication Type

Heading 1
Paragraph Text

Figure xx: descriptor here

Heading 2
Paragraph Text

Heading 3
1. Paragraph Text
2. Paragraph Text
3. Paragraph Text
   • Sub Bullet
   • Sub Bullet

B

Callout Box Title
• Bullet Item 1
• Bullet Item 2

Heading 2
Paragraph Text
• First Bullet Point
• Second Bullet Point
• Third Bullet Point
• Fourth Bullet Point
   • First Sub Bullet Point

• Second Sub Bullet Point
• Third Sub Bullet Point
   - First Sub Bullet Point
   - Second Sub Bullet Point
   - Third Sub Bullet Point

Page 4 of 5   MLNXXXXXXX Month Year   Medicare Learning Network

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mln
Publication Type
KNOWLEDGE • RESOURCES • TRAINING

Publication Title

What's Changed?
• List of changes here

Heading 1
Substantive content changes are in dark red.
Heading 2
Paragraph Text
Heading 3
Paragraph text

Figure xx: descriptor here

Page 1 of 5   MLNXXXXXXX Month Year   CMS   Medicare Learning Network

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Publication Title   MLN Publication Type

Heading 2
Go to Table and select Insert Table. Select MLN Table from the Table Style dropdown. Use the Table Header paragraph style for the header and Table Text style for the body.

Table xx: descriptor here

Sample Table	Sample Table
column 1, row 1	column 2, row 1
column 1, row 2	column 2, row 2

Heading 3
Paragraph Text
• First Bullet Point
• Second Bullet Point
• Third Bullet Point
• Fourth Bullet Point

• First Sub Bullet Point
• Second Sub Bullet Point
   - First Sub Bullet Point
   - Second Sub Bullet Point

Callout Box Title
• Bullet Item 1
• Bullet Item 2

Page 4 of 5   MLNXXXXXXX Month Year   CMS

MLN Formatting & Templates – Publication – Header

MLN Formatting & Templates – Publication – Paragraph & Character Style

MLN Formatting & Templates – Publication – Images & Graphics

MLN Formatting & Templates – Publication – Footer

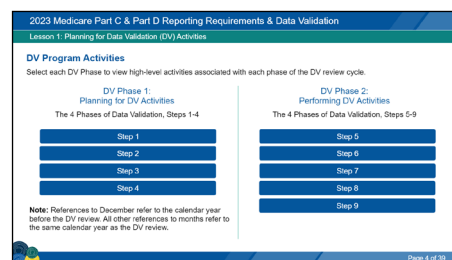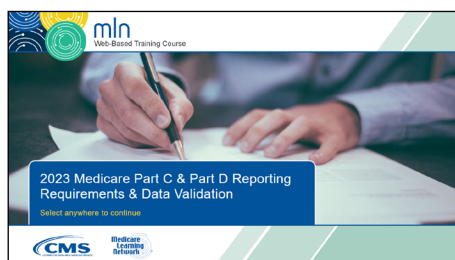# MLN Formatting & Templates – Web-Based Training
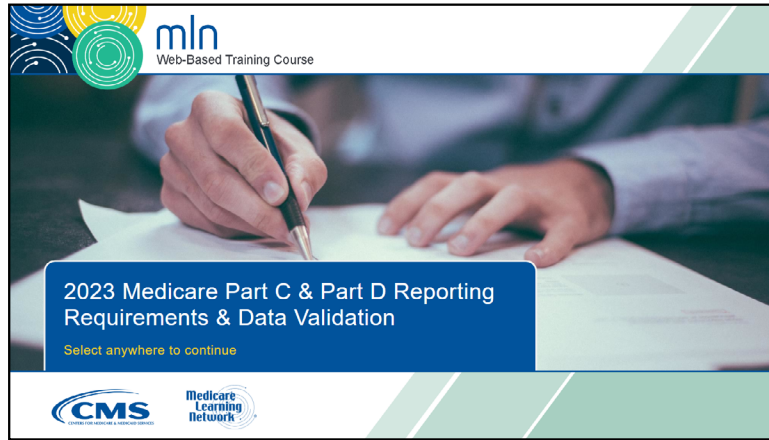
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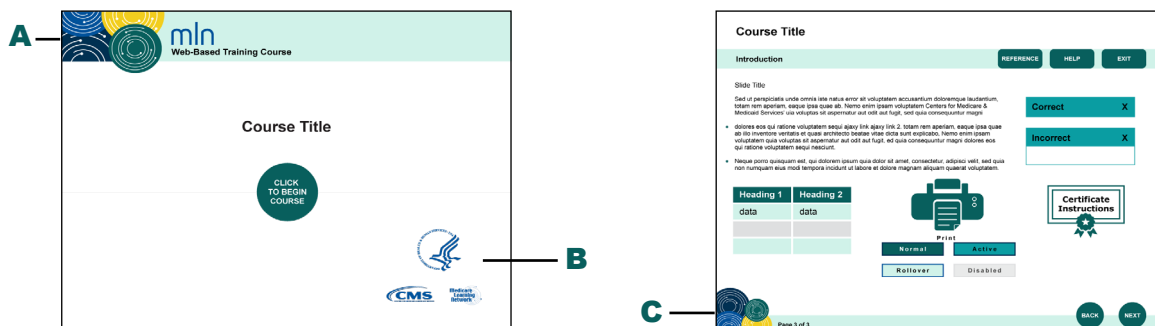
Examples of some of the flexibility

Splash Page

Select Anywhere to continue.

Course Menu

(Course Title) (xx minutes)

- Introduction (xx minutes)
- Lesson 1 Title: (xx minutes)
- Lesson 2 Title: (xx minutes)
- Lesson 3 Title: (xx minutes)
- Lesson 4 Title: (xx minutes)
- Test (xx minutes)
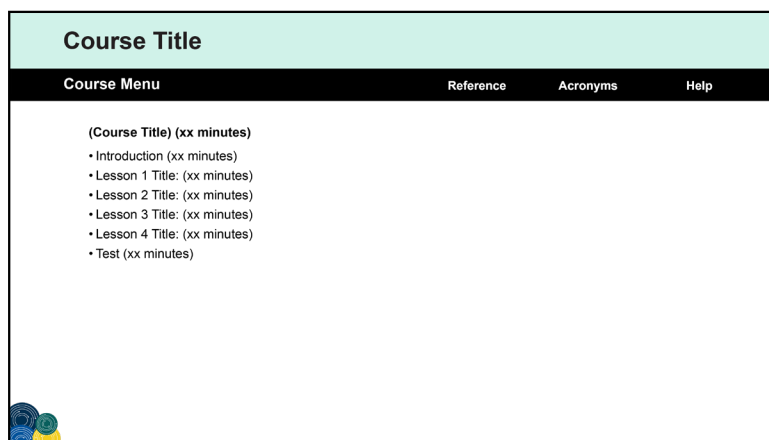
Introduction Page 1 of 4

(Course Title) is Medicare Learning Network® (MLN) content.

The Medicare Learning Network® (MLN) offers free educational materials for health care providers on CMS programs, policies, and initiatives.

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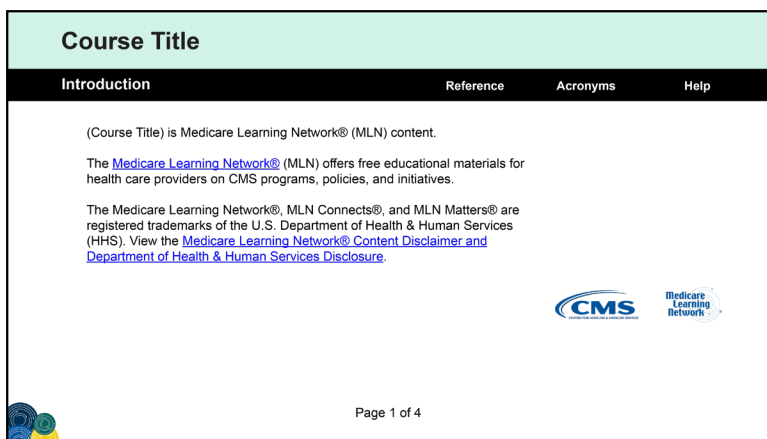
Introduction Page 2 of 4

Navigating the Course

This course uses cues, like hyperlinks, buttons, rollovers, and pop-up windows. Select Help for more information. Select Reference to view resources and a glossary.
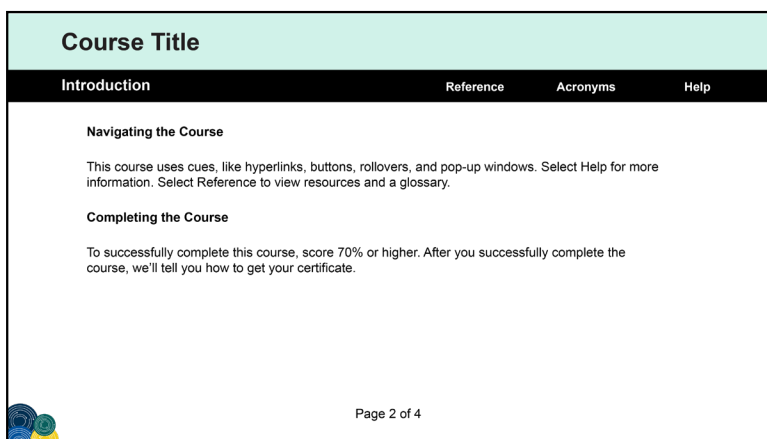
Tab Content - Help section

Acronyms

We define acronyms when they first appear in this course. For a reminder of an acronym's definition, select the Acronyms tab in the upper right corner.

Navigation

The course navigation is in the bottom area of the course window. The <BACK and NEXT> buttons help navigate 1 page at a time. Use these buttons to move forward and backward through a lesson. The <BACK> button isn't available in the test.

The course contains buttons that open pages outside the current lesson.
Use the SUBMIT✓ button to answer test questions.

Pop-Up Windows

If you select a hyperlink, a pop-up window appears. To close a pop-up window, select the X in the upper right (Microsoft® Windows®) or left (Apple® OS®) corner of the pop-up window.

Printing

To print any page, press Ctrl and P, or use your browser's Print function.

Screen Settings

If you have trouble accessing the course, you can adjust the magnification (zoom):

- To zoom in (increase the size of the content): Press Ctrl and plus sign (+)
- To zoom out (decrease the size of the content): Press Ctrl and minus sign (-)
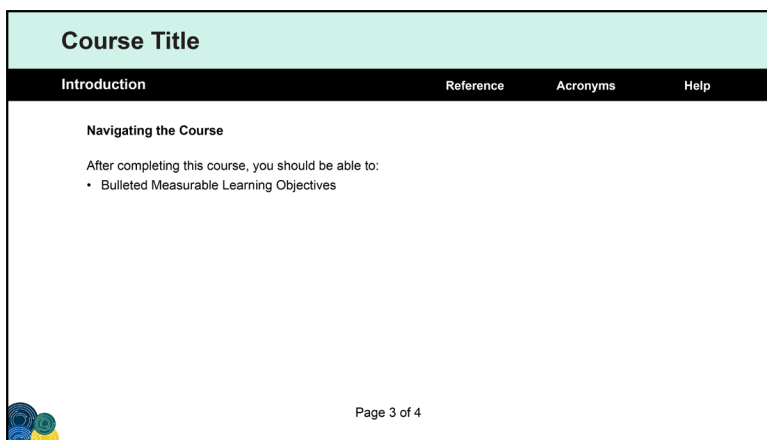
Completing the Course

To successfully complete this course, score 70% or higher. After you successfully complete the course, we'll tell you how to get your certificate.

Introduction Page 3 of 4

Course Objectives

After completing this course, you should be able to:

- Bulleted Measurable Learning Objectives

Introduction Page 4 of 4

Course Overview

Lesson 1 Title:

- Lesson description 12 words or less

Lesson 2 Title:
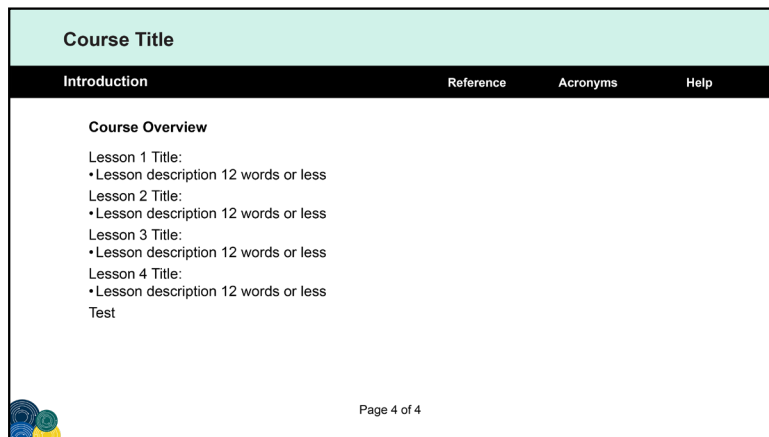
- Lesson description 12 words or less

Lesson 3 Title:

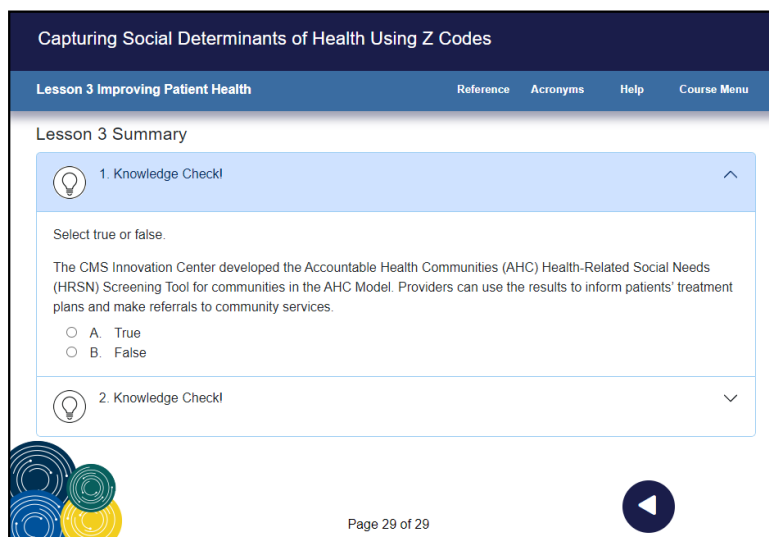- Lesson description 12 words or less

Lesson 4 Title:

- Lesson description 12 words or less

Test

Summary at the end of each lesson

Review question(s) after summary in each lesson

Test Page 1

This test asks 10 questions and may take you about xx minutes to complete.

You can change your answer until you select Submit. After you select Submit, select Continue. Once you select Continue, you can't exit and save your progress.

After successfully completing the course, you'll get instructions on how to get a certificate. Score 70% or higher to successfully complete this course.

Course Title

Test   Reference   Acronyms   Help

This test asks 10 questions and may take you about xx minutes to complete.

You can change your answer until you select Submit. After you select Submit, select Continue. Once you select Continue, you can't exit and save your progress.

After successfully completing the course, you'll get instructions on how to get a certificate. Score 70% or higher to successfully complete this course.
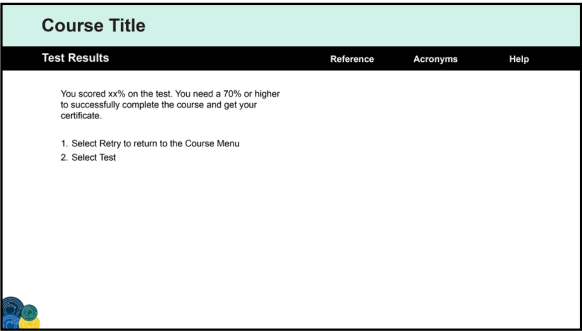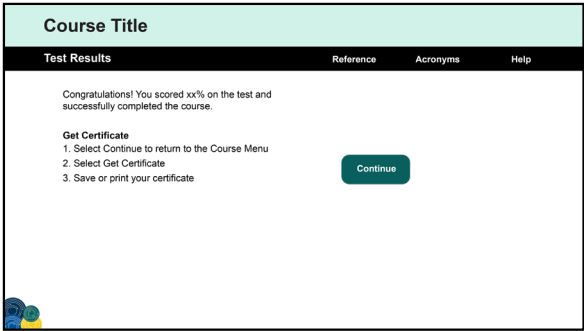
Page 1 of 12
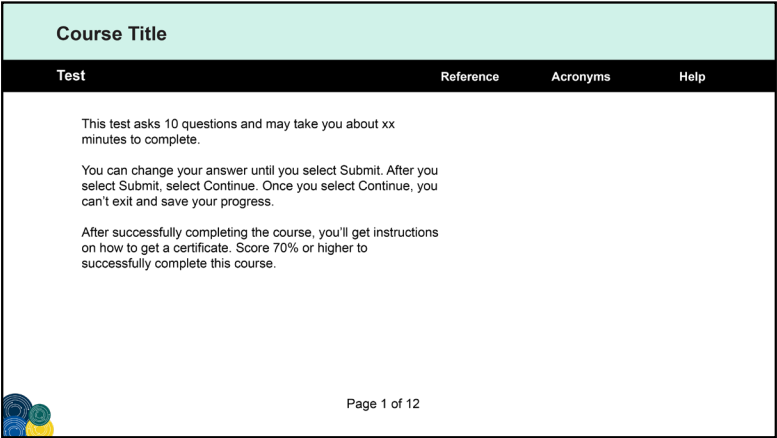
Test Results:
Congratulations! You scored xx% on the test and successfully completed the course.
Get Certificate

1. Select Continue to return to the Course Menu

2. Select Get Certificate

3. Save or print your certificate

Test Results:
You scored xx% on the test. You need a 70% or higher to successfully complete the course and get your certificate.

1. Select Retry to return to the Course Menu

2. Select Test

Course Title

Test Results   Reference   Acronyms   Help

Congratulations! You scored xx% on the test and successfully completed the course.

Get Certificate
1. Select Continue to return to the Course Menu
2. Select Get Certificate
3. Save or print your certificate

Continue

Course Title

Test Results   Reference   Acronyms   Help
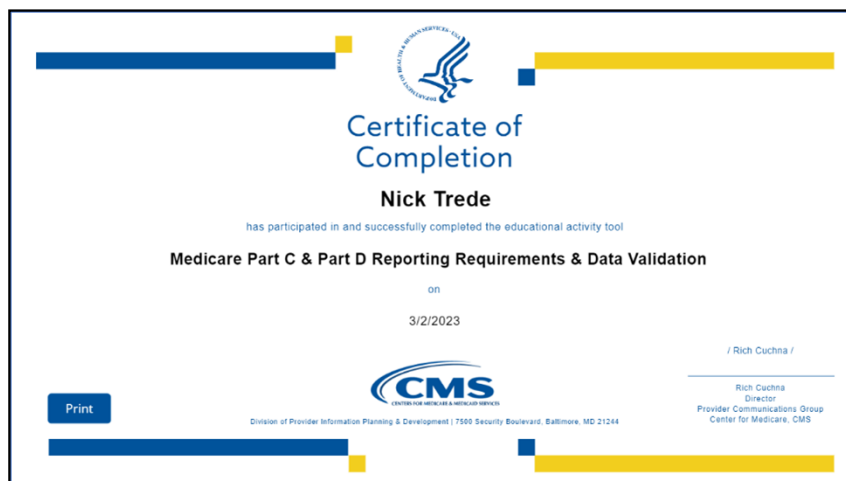
You scored xx% on the test. You need a 70% or higher to successfully complete the course and get your certificate.

1. Select Retry to return to the Course Menu
2. Select Test

Get Certificate

Enter your name as you want it to appear on your certificate, then select Continue.

MLN Video Standards & Processing Information

This information is for contractor reference. It's not in the National Provider Communication Standards.

Standard MLN Open

Video Resolution	HD 1920 x 1080
Frame rate	29.97 fps
Length	7 seconds
Character Limits	Main Title: One line max, 14 characters max Secondary Title: Two lines max, 20 characters per line max
Fonts	Arial, Genius Regular
Colors	**Blue:** 100,69,0,11 (#00529B) **Dark Blue:** 100, 60,19,59 (#003052) **Green:** 73, 0, 57, 0 (#2BB892) **Yellow:** 0, 11, 94, 6 (#F3CF1E)

Standard MLN Close

Video Resolution	HD 1920 x 1080
Frame rate	29.97 fps
Length	10-15 seconds
Text content	go.cms.gov/mln

Process Notes:

- The Division of Multimedia Services (DMS) will custom create the standard MLN open on a per project basis. Provide the title and subtitle information when asked.
- If a contractor is creating a video product, the PCG analyst creates a project request for DMS to provide a custom open and the standard MLN close.

MLN Provider Minute

Video Resolution	HD 1920 x 1080
Frame rate	29.97 fps
Length	TBD

Typical MLN Provider Minute videos feature a single host talking to the camera, supported by template slides, graphic content, and b-roll, which can be still images or video content. The assigned DMS producer will decide the best production approach, whether to use a green-screen or hard-set. There may be instances where we won't use a host and instead, use a voiceover with graphics and b-roll.

Typography

Both Genius and Arial are designated fonts used in our templates. The Genius font set has 14 styles, but it isn't a standard font. Designers may need to purchase the font set on all computers that will edit the MLN templates in Adobe InDesign. Genius and Arial are approved for the publication templates. All content text is Arial because screen readers can read it. Genius font only appears in designed graphic elements.

Genius

GENIUS THIN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

GENIUS THIN ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

GENIUS EXTRA LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

GENIUS EXTRA LIGHT ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

GENIUS LIGHT
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abcdefghijklmnopqrstuvwxyz 0123456789

GENIUS LIGHT ITALIC
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abcdefghijklmnopqrstuvwxyz 0123456789

GENIUS REGULAR
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abcdefghijklmnopqrstuvwxyz 0123456789

GENIUS REGULAR ITALIC
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abcdefghijklmnopqrstuvwxyz 0123456789

GENIUS MEDIUM
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abcdefghijklmnopqrstuvwxyz 0123456789

GENIUS MEDIUM ITALIC
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abcdefghijklmnopqrstuvwxyz 0123456789

GENIUS SEMI BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

GENIUS SEMI BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

GENIUS BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

GENIUS BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Arial

ARIAL NARROW
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ARIAL NARROW ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ARIAL NARROW BOLD
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ARIAL NARROW BOLD ITALIC
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ARIAL REGULAR
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ARIAL BOLD ITALIC
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ARIAL BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789