
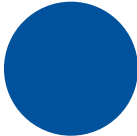






The Centers for Medicare & Medicaid Services' (CMS) Provider Communications Group (PCG) is responsible for developing and marketing the Medicare Learning Network® (MLN), MLN Connects®, and MLN Matters® brands.

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
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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



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



Process (CMYK)

C 100
M 79
Y 25
K 10

RGB

R 20
G 71
B 125

HTML

14477D

Logos, Icons & Images – Logo Colors

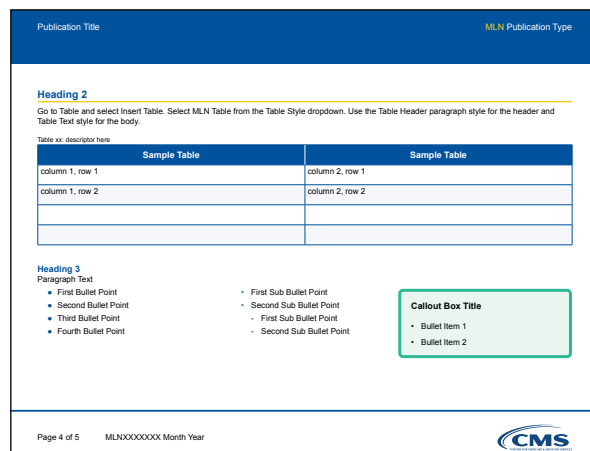
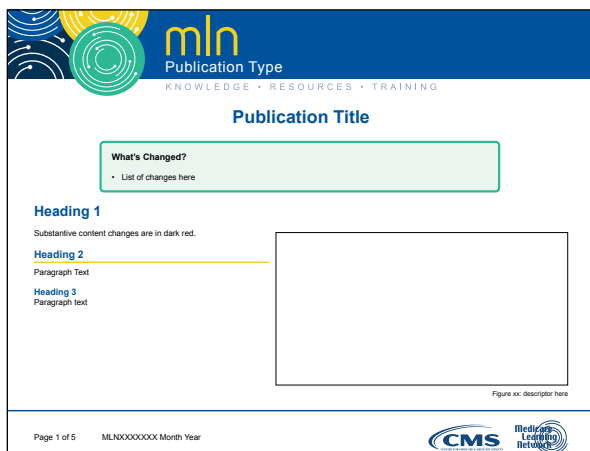
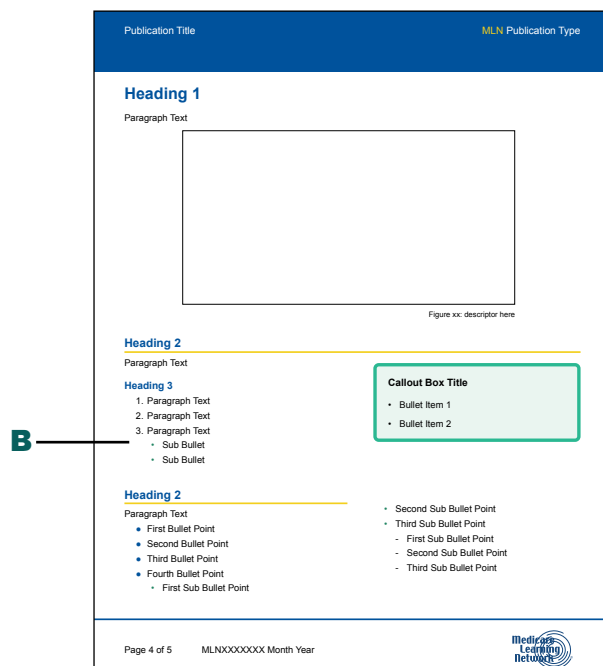
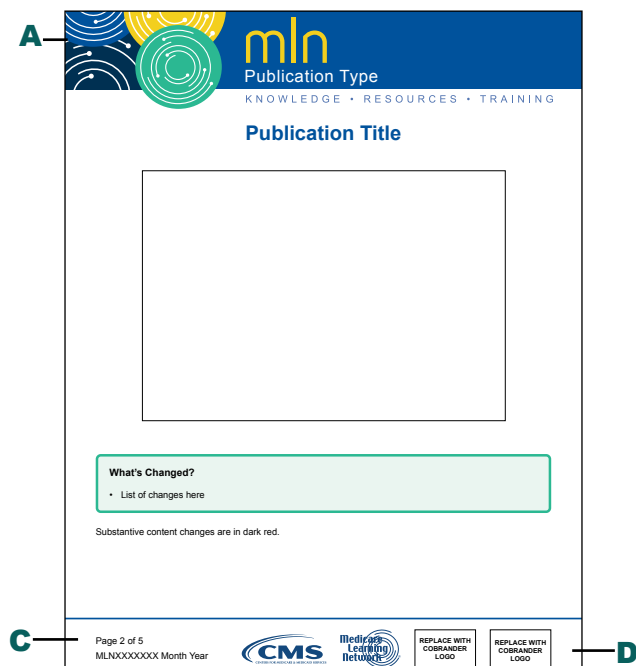
PRIMARY LOGO



REVERSED LOGO



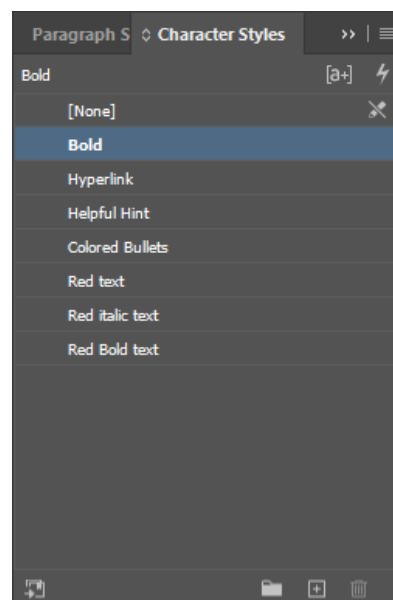
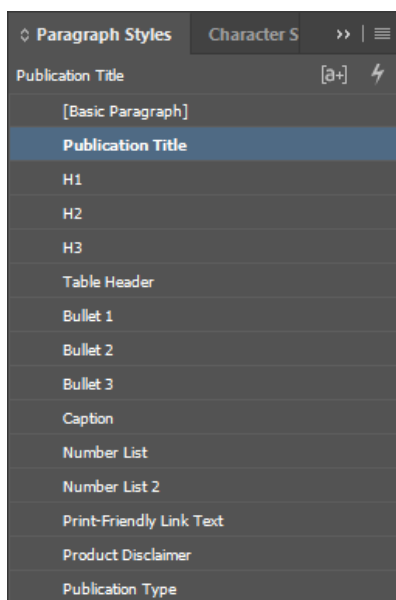
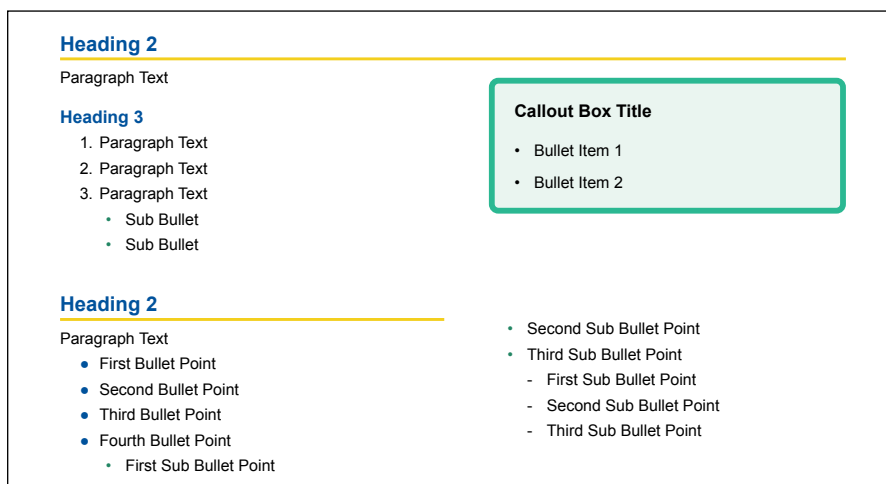
MLN Formatting & Templates – Publication



MLN Formatting & Templates – Publication – Header




MLN Formatting & Templates – Publication – Paragraph & Character Style




MLN Formatting & Templates – Publication – Images & Graphics

Behavioral Health Integration Services MLN Booklet




Behavioral Health Care Manager (needed for CoCM; optional for General BHI)


- Gives assessment and care management services, including:
 - Administering validated rating scales
 - Behavioral health care planning about behavioral or psychiatric health problems
 - Revisions for patients not progressing or whose status changes
 - Brief psychosocial interventions
 - Ongoing collaboration with the billing practitioner
 - Maintenance of the registry
 - Consultation with the psychiatric consultant
- Has a continuous relationship with the patient and:
 - Is available to deliver services face-to-face with the patient
 - Has collaborative, integrated relationship with the rest of the care team
- Can work with the patient outside of regular clinic hours as necessary to perform the behavioral health care manager's duties
- May or may not be a practitioner who meets all the requirements to independently deliver and report services to Medicare
- Doesn't include administrative or clerical staff; you don't count time spent in strictly administrative or clerical duties towards the time threshold to bill the BHI codes



Psychiatric Consultant (needed for CoCM; optional for General BHI)

- Takes part in regular review of clinical status of patients getting BHI services
- Tells the billing practitioner and behavioral health care manager about diagnosis
- Indicates ways for resolving issues with patient adherence and tolerance of behavioral health treatment
- Adjusts behavioral health treatment for patients who aren't progressing
- Manages any negative interactions between patients' behavioral health and medical treatments
- Can, and typically will, be remotely located
- Is generally not expected to have direct contact with the patient, prescribe medications or deliver other treatment directly to the patient
- Can and should offer a referral for direct provision of psychiatric care when clinically indicated

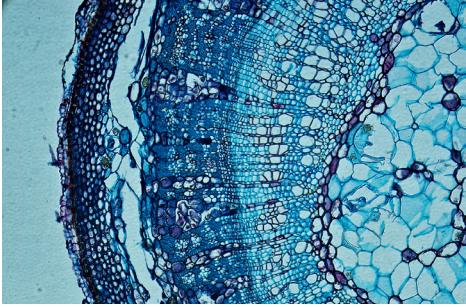
Page 8 of 13 MLN909432 January 2023 



mln
Fact Sheet

KNOWLEDGE • RESOURCES • TRAINING



Clinical Laboratory Fee Schedule



What's Changed?

- Added a sentence explaining who "you" and "we" refers to (page 2)
- CMS modified the specimen collection amounts for CY 2023 (page 3)
- Added statement with the date of the end of the PHE and link to the CMS Emergencies page (page 3)
- CMS modified the flat-rate travel allowance for CY 2023 (page 3)
- Updated URL for Preventive Services website and instructions to provider resources (page 3)

You'll find substantive content updates in dark red.

Page 1 of 6 MLN006818 May 2023  

MLN Formatting & Templates – Publication – Footer

Page 2 of 5
MLNXXXXXXX Month Year

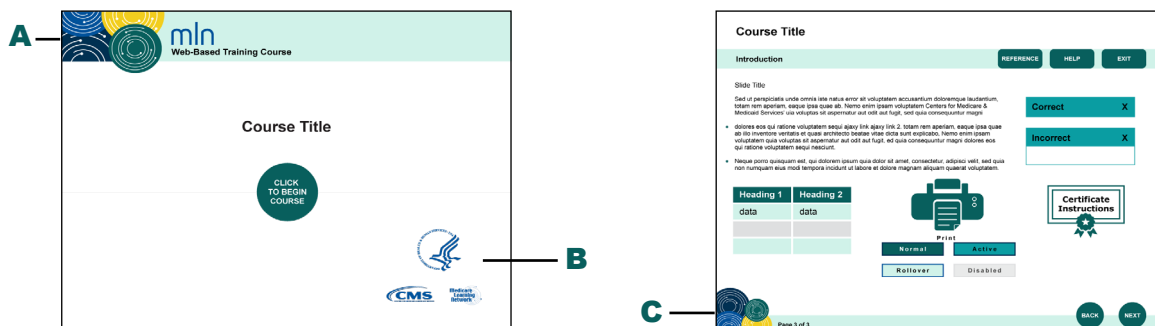



REPLACE WITH COBRANDER LOGO

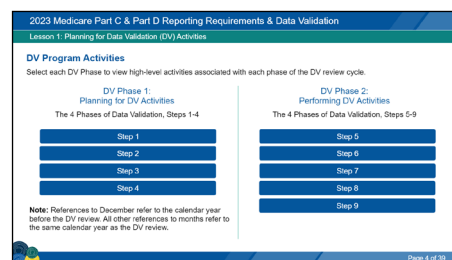
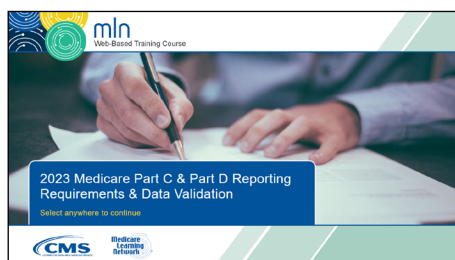
REPLACE WITH COBRANDER LOGO

MLN Formatting & Templates – Web-Based Training

No extra design work

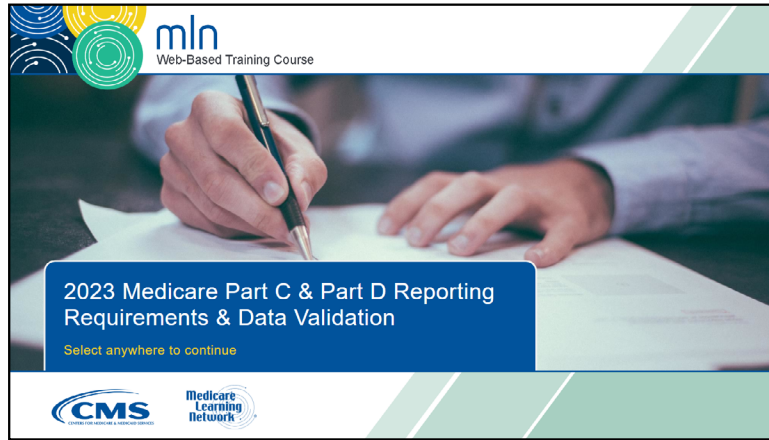


Examples of some of the flexibility



Splash Page

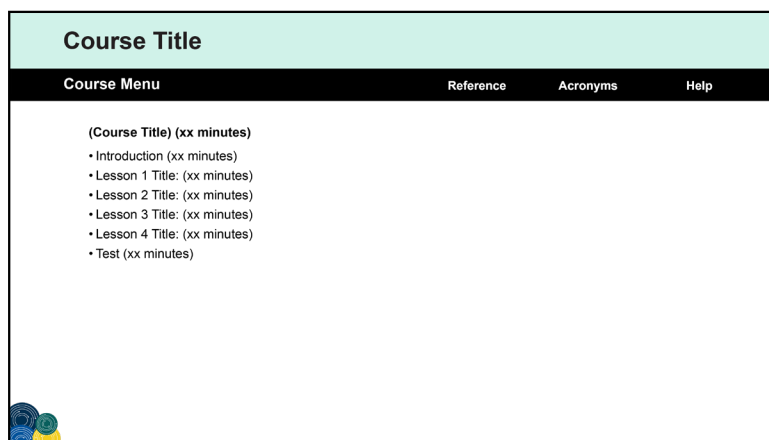
Select Anywhere to continue.



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)

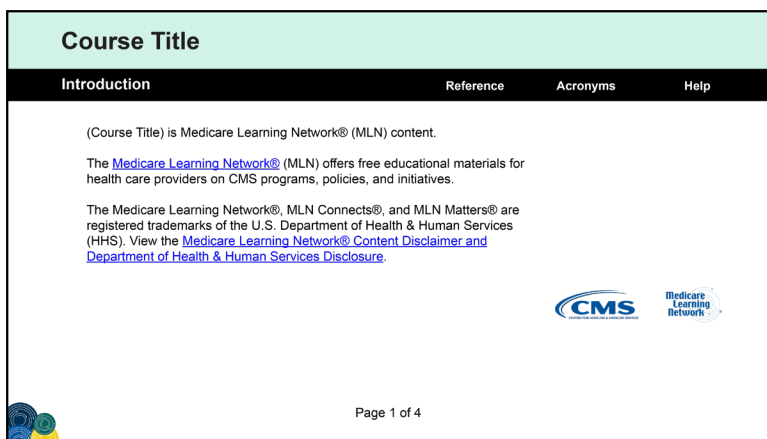


Introduction Page 1 of 4

(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.

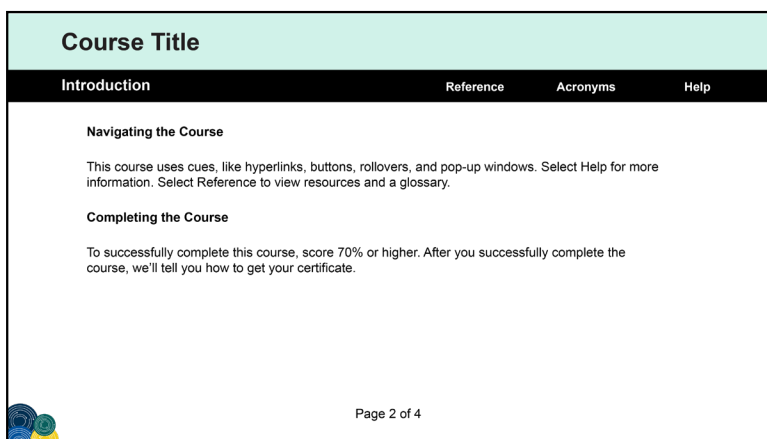
The Medicare Learning Network®, MLN Connects®, and MLN Matters® are registered trademarks of the U.S. Department of Health & Human Services (HHS). View the [Medicare Learning Network® Content Disclaimer and Department of Health & Human Services Disclosure](#).



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

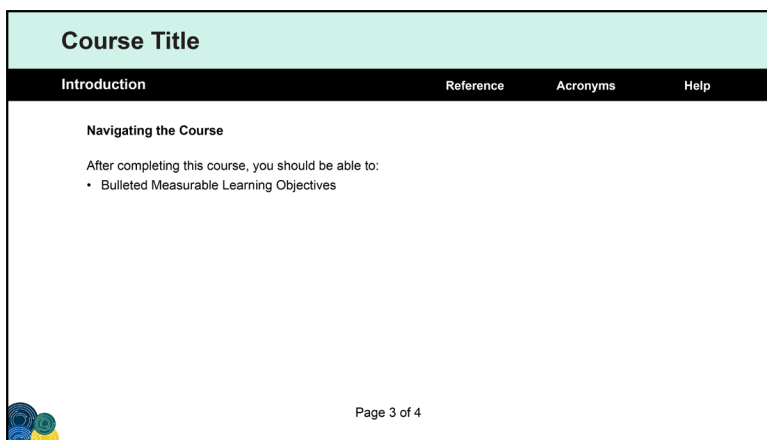
To successfully complete this course, score 70% or higher. After you successfully complete the course, we'll tell you how to get your certificate.

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

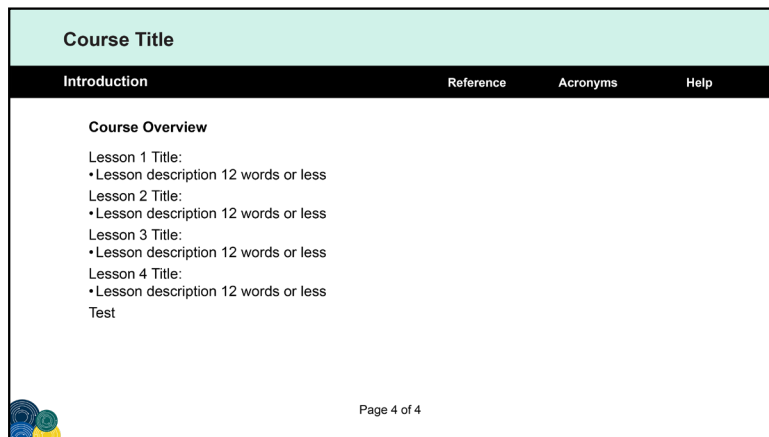
Lesson 3 Title:

- Lesson description 12 words or less

Lesson 4 Title:

- Lesson description 12 words or less

Test



Course Title

Introduction Reference Acronyms Help

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

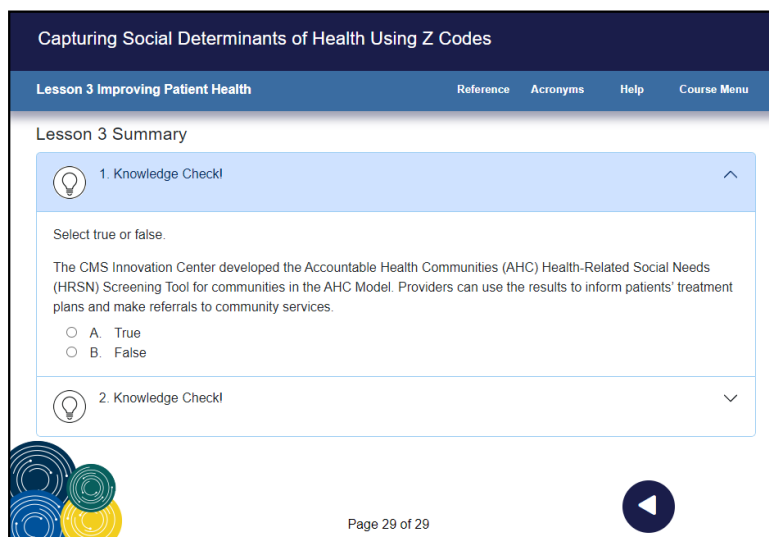
Lesson 4 Title:
• Lesson description 12 words or less

Test

Page 4 of 4

Summary at the end of each lesson

Review question(s) after summary in each lesson



Capturing Social Determinants of Health Using Z Codes

Lesson 3 Improving Patient Health Reference Acronyms Help Course Menu

Lesson 3 Summary

1. Knowledge Check!

Select true or false.

The CMS Innovation Center developed the Accountable Health Communities (AHC) Health-Related Social Needs (HRSN) Screening Tool for communities in the AHC Model. Providers can use the results to inform patients' treatment plans and make referrals to community services.

☐ A. True

☐ B. False

2. Knowledge Check!

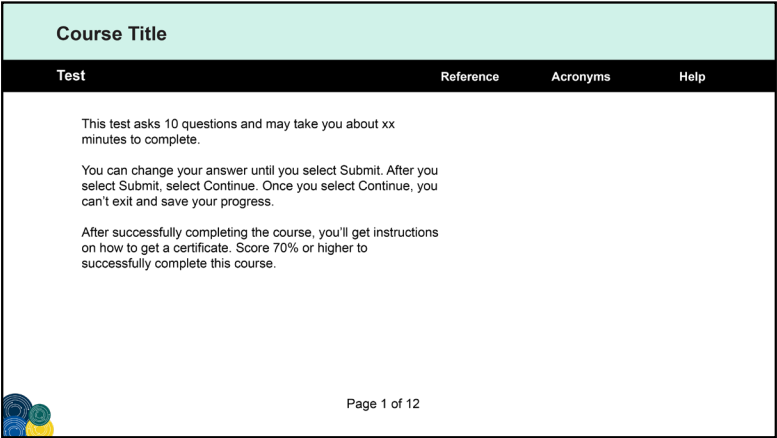
Page 29 of 29

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.

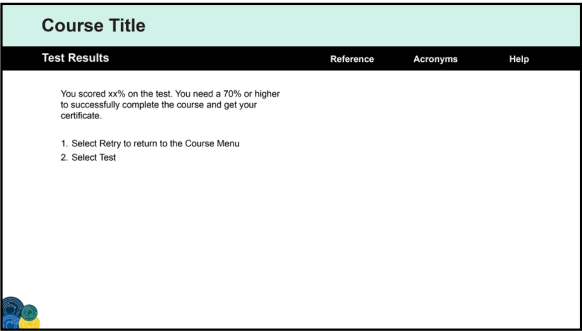
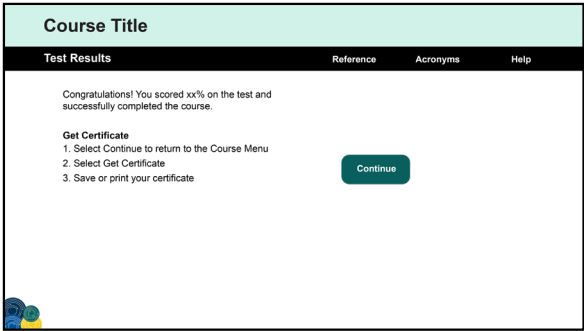


Test Results:
Congratulations! You scored xx% on the test and successfully completed the course.
Get Certificate

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

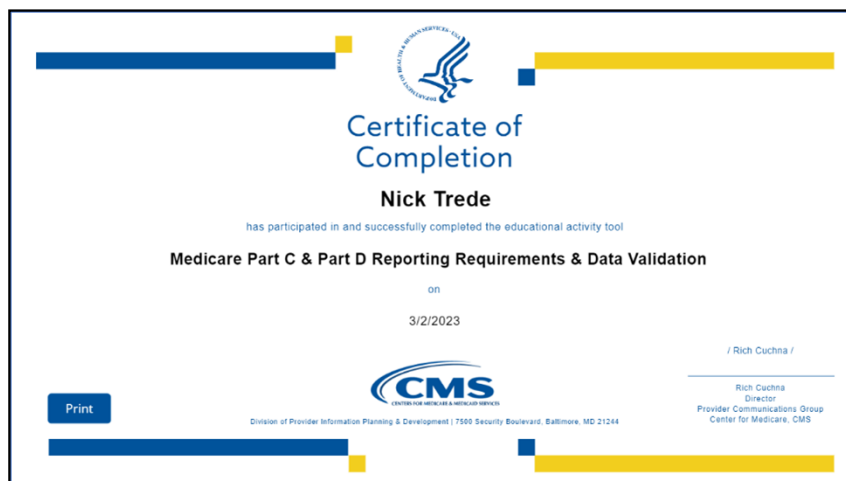
Test Results:
You scored xx% on the test. You need a 70% or higher to successfully complete the course and get your certificate.

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




Get Certificate

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



The graphic is a certificate template with a white background and a thin black border. It features blue and yellow horizontal bars at the top and bottom. At the top center is the Department of Health and Human Services seal. Below it, the text 'Certificate of Completion' is centered in blue. The name 'Nick Trede' is centered in bold black. Below the name, in smaller blue text, it says 'has participated in and successfully completed the educational activity tool'. The title 'Medicare Part C & Part D Reporting Requirements & Data Validation' is centered in bold black. Below the title, 'on' is centered in small black text, followed by the date '3/2/2023' in small black text. At the bottom center is the CMS logo. To the left of the CMS logo is a blue button with the word 'Print' in white. To the right of the CMS logo is the signature of Rich Cuchna, with his name and title below it. At the very bottom, in small black text, is the address: 'Division of Provider Information Planning & Development | 7500 Security Boulevard, Baltimore, MD 21244'.



Certificate of Completion


Nick Trede

has participated in and successfully completed the educational activity tool

Medicare Part C & Part D Reporting Requirements & Data Validation

on

3/2/2023



[Print](#)

Rich Cuchna
Director
Provider Communications Group
Center for Medicare, CMS

Division of Provider Information Planning & Development | 7500 Security Boulevard, Baltimore, MD 21244

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

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GENIUS LIGHT

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GENIUS LIGHT ITALIC

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GENIUS REGULAR

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GENIUS REGULAR ITALIC

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GENIUS BOLD

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GENIUS BOLD ITALIC

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Arial

ARIAL NARROW

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ARIAL NARROW ITALIC

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