

## AGENDA

### Meeting of the Advisory Panel on Outreach and Education (APOE) Centers for Medicare & Medicaid Services (CMS)

February 3, 2022  
12:00 – 5:00 p.m. ET

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| 12:00 – 12:03 p.m. | Housekeeping Announcements<br>BlueSky eLearn, Virtual Platform Contractor  |
| 12:03 – 12:04 p.m. | Open Meeting<br>Ms. Lisa Carr, Designated Federal Official (DFO)<br>CMS Partner Relations Group  |
| 12:04 – 12:08 p.m. | Welcome and Opening Comments<br>Ms. Beth Lynk, Director<br>CMS Office of Communications  |
| 12:08 – 12:15 p.m. | Opening Comments and Panel Introductions<br>Dr. Margot Savoy, APOE Chair<br>Ms. Cheri Lattimer, APOE Vice-Chair  |
| 12:15 – 12:18 p.m. | Swearing in of New APOE Members<br>Lisa Carr, Designated Federal Official  |
| 12:18 – 12:20 p.m. | CMS Response to APOE Recommendations from September 15, 2021 Meeting<br>Mr. Jonathan Blonar, Acting Deputy Director<br>CMS Partner Relations Group   |
| 12:20 – 12:40 p.m. | Coverage to Care Updates and Outreach Plans<br>Dr. LaShawn McIver, Director<br>CMS Office of Minority Health<br><br>Ms. Ashley Peddicord-Austin, CMS Office of Minority Health and Coverage to Care Program Manager  |
| 12:40 – 1:20 p.m.  | Discussion of Recommendations<br>APOE Members  |
| 1:20 – 1:50 p.m.   | Health Insurance Marketplace Open Enrollment 9<br><br>Ms. Barbara Johanson, Director<br>Division of Campaign Management<br>Strategic Marketing Group, CMS Office of Communications<br><br>Ms. Erin Pressley, Director<br>Creative Services Group<br>CMS Office of Communications |

Ms. Tasha Bradley, Health Communications Specialist  
Partner Relations Group  
CMS Office of Communications

Ms. Lisa Carr, Senior Advisor  
Partner Relations Group  
CMS Office of Communications

Mr. Michael Coulter, Executive Officer  
Dallas Regional Office  
Detailed to the Partner Relations Group  
CMS Office of Communications

1:50 – 2:45 p.m.	Discussion of Recommendations APOE Members
2:45 – 3:05 p.m.	COVID Testing and Certified Labs Ms. Jessica Wright, Special Assistant Quality, Safety and Oversight Group Center for Clinical Standards and Quality, CMS
3:05 – 3:45 p.m.	Discussion of Recommendations APOE Members
3:45 – 3:55 p.m.	Public Comment Dr. Margot Savoy, APOE Chair
3:55 – 4:10 p.m.	Final Comments Dr. Margot Savoy, APOE Chair
4:10 p.m.	Meeting Adjourned Ms. Lisa Carr

#### FURTHER INFORMATION

Information about summary minutes of this meeting or other Committee matters will be available at <https://www.cms.gov/Regulations-and-Guidance/Guidance/FACA/APOE>, or by contacting Lisa Carr via E-mail at [apoe@cms.hhs.gov](mailto:apoe@cms.hhs.gov) or by telephone at 202-690-5742. Press inquiries are handled through the CMS Press Office at (202) 690-6145 or [press@cms.hhs.gov](mailto:press@cms.hhs.gov).