

## **JOIN THE CMS WEBCAST AND SATELLITE CONFERENCE!**

**Application Training Update  
Webcast and Satellite Broadcast  
Tuesday, January 31, 2006  
1:00-4:00 pm EST**

On January 31, the Centers for Medicare & Medicaid Services will broadcast a Satellite/Webcast program that will provide guidance to the industry on the submission of MA, MA-PD and PDP Applications for the 2007 contract year.

### **Goal**

The goal of this broadcast is to provide Health Plans, Employers, Unions, and Part D Sponsors and potential applicants with an update on changes and/or revisions on the following topics:

- Overview of the Medicare Advantage Application requirements and process for the 2007 contract year for Coordinated Care Plans (CCP), Private Fee For Service (PFFS), Service Area Expansions (SAE) and Medical Savings Account (MSA)
- Overview on the Part D application process for the 2007 contract year
- New Part D sponsors seeking to offer a prescription drug benefit and existing Part D sponsors seeking to expand current service areas.
- Benefit design, enrollment, and pharmacy access requirements
- Special Needs Plans (SNP)
- Applications for employer and union direct contracts

### **Target Audience**

New and existing health plans, employers, unions, Part D sponsors and other interested parties

### **Registration and Viewing Instructions**

Information on registration and viewing instructions for the Satellite broadcast and Webcast will be posted under “Announcements” at <http://cms.hhs.gov/MedicareAdvPartDTrain> by January 20.

### **Webcast Information**

This broadcast will have a live Webcast in conjunction with the Satellite transmission. The broadcast will also be archived for one month. Instructions on how to view the Webcast will be forthcoming. If you have questions regarding viewing and registration for this program, please contact Du’Va Clyburn at (410) 786-2161.

## Guidance for Locating Downlink Sites

In general, there are 2 major formats for satellite transmission - digital and analog. CMS uses both analog and digital formats, CMS's Digital network is a closed network which can only be viewed by its ten regional offices and several State survey agencies in regions VIII, IX, and X. The Digital format that CMS uses is called Digicipher. CMS is also capable of transmitting and receiving programs in KU-band and C-band analog. Ku-band and C-band have been in use for many years, can be received by thousands of 'steerable' analog dishes nationwide. C-band is the oldest transmission signal and the most widely used. NOTE: This is NOT 'video conferencing,' which is carried by telephone lines.

## Locating an Analog Downlink Site

**Potential Analog Downlink Sites:** There are thousands of steerable analog downlink dishes nationwide at public schools, colleges, libraries, hotels, television stations, restaurants, private residences, etc. A few calls should locate one near you.

### Here are some places to start calling:

- **Your Local Cable and Satellite Television Provider:** Contact your local cable/satellite television distributor, which is probably listed under "Television -- Cable & Satellite." Ask to speak with the programming staff and inquire about their willingness to simulcast the broadcast on your area's public access channel. Advise them that this broadcast is free of charge. Satellite television distributors may be able to provide you with a list of public institutions such as libraries, community centers, health care centers, and public schools that subscribe to their services. You may also wish to contact your local public TV station and ask that they download and air the program on their station.
- **Public Libraries:** Larger public libraries are a good place to check for satellite downlink facilities. Check library listings in the local government section of the blue pages of your local telephone directory.
- **Educational Institutions:** Universities, community colleges, and large public high schools often have satellite downlink capabilities.
- **Hotels and Business Centers:** Large hotels that frequently host conventions in business districts, may be able to receive satellite broadcasts. These hotels may charge a fee for viewing.
- **Health Care Facilities:** Many hospitals and health maintenance organization (HMO) offices have satellite reception capabilities.
- **Copy Centers:** Commercial office supply centers may also have satellite capabilities.

## What Information Do I Need to Give the Site Contact Person?

When you contact an analog site, you will need to give the contact person the satellite coordinate information. The coordinates for the broadcast should be made available from the Central Office contact approximately 30 days prior to the broadcast.

Here is the information you will need to provide:

- Transmission Type:
- Satellite:
- Orbital Location:

- Transponder:
- Polarity:
- Downlink Frequency:
- Satellite Help Hotline:
- Broadcast Schedule:
- Test Signal:
- Broadcast Title:

## **Reserving a Downlink Site**

You will need to know what to ask the person who answers the phone, who may or may not be the best person at that organization to help.

### **If the facility has an analog satellite:**

You are interested in viewing a satellite C-band and/or KU band analog broadcast and you understand that this facility may have that capability. You should have the satellite coordinates for reference. Some satellite dishes can't be pointed to all satellites.

### **You should also ask:**

- If the facility can receive the broadcast, is the viewing room open to the public and not reserved for another use at the time of the broadcast?
- If the viewing room is available, how many people will it hold, and is there any fee for its use?
- Will the facility let you phone or fax your questions in to a toll free number?
- You should point out that this broadcast is open to the public and employees of the hosting facility with an interest in the topic are welcome.
- As a courtesy, you should offer the hosting facility a list of the people who will attend.
- Are there any special arrangements necessary for entry to the site?
- It is your responsibility to arrange for sign language interpretation if you anticipate that individuals with hearing impairments will attend.

### **If you find a site, you should be prepared to perform as site coordinator.**

Typically, site coordinators will:

- Locate a suitable location.
- Promote the event locally.
- Direct individuals to register if necessary
- Download material (e.g., sign-in sheet, evaluation, participant guide) if available
- Ensure that participants sign in on the day of the event.
- Distribute copies of the participant guide and handouts to participants the day of the broadcast.
- Assist participants with the use of the distance learning equipment.
- Receive instructions from the broadcast director regarding any activities they may be asked to facilitate.
- Encourage active participation in event activities.
- Record the broadcast for office use.
- Encourage participants to complete the evaluation form (included in the handout).
- Mail/fax the sign-in sheet and completed evaluation form to Central Office following the event.