



CENTER FOR MEDICARE

DATE: June 5, 2013

TO: Medicare Advantage Organizations
Medicare Advantage-Prescription Drug Organizations
Section 1876 Cost Contracts
Prescription Drug Plan Sponsors

FROM: Cynthia G. Tudor, Ph.D., Director, Medicare Drug Benefit and C & D Data Group

SUBJECT: Registration for the June 25th CMS 2013 Star Ratings Best Practices Webinar

Registration is Now Open.

The Center for Medicare & Medicaid Services (CMS) is pleased to announce that registration is now open for the CMS 2013 Star Ratings Best Practices Webinar. This webinar will provide insight into some of the innovative and effective practices exhibited by high performing plans. Join us to learn the following:

- What activities are helping the most highly rated health and drug plans perform well?
- What practices are these plans integrating into their organizations to reach greater member satisfaction and higher Star Ratings?

All CMS Part C and Part D Sponsors are encouraged to attend to learn more about how clinical best practices, organizational culture, and health information technology have the potential to enhance plan performance. This event will be conducted virtually via a webcast on Tuesday, June 25, 2013 from 8:45 am – 4:30 pm (EST).

Session topics include:

- Importance of Performance and Star Ratings
- Creating a Culture of Quality in Your Organization
- Identifying Effective Uses for Information Technology
- Developing Innovative Approaches to Member Outreach & Education
- Conducting Successful Provider Relations
- Closing Gaps in Care
- Improving Beneficiary Satisfaction and Retention

Participants must **use the link below** to register and access materials for this event. Participants who register in advance will receive a confirmation email with the web link and other event details. Registration is limited, so please register early to guarantee your spot. Upon registration, you will be prompted to enter a password. This event is being managed by the CMS Adobe Connect Pro.

IMPORTANT NOTICE FOR CMS ADOBE CONNECT PRO USERS – If you are registered CMS Adobe Connect Pro user and/or if you’ve taken or attended a webinar training using CMS Adobe Connect Pro and you created a password, you’ll need to use that password along with your CMS Login ID and/or email address to register for this event.

However, if you have forgotten your CMS Adobe Connect password, you will be able to reset it by clicking on the “Forgot your password” link.

Registration passwords must conform to the following rules:

- Passwords must contain a number.
- Passwords must contain a capital letter.
- Passwords must be between 8 and 32 characters long.

Audio & Viewing

All attendees will be able to see and, using speakers and/or headphones, hear the webcast via their computer. Attendees will not be able to participate verbally during the webcast, but can submit questions via email to BPWebinarHelp@optimalsolutionsgroup.com.

Additional Webcast Information

If you have additional questions regarding the webcast, please contact CMS via email at BPWebinarHelp@optimalsolutionsgroup.com.

We look forward to your participation.