

DEPARTMENT OF HEALTH & HUMAN SERVICES  
Centers for Medicare & Medicaid Services  
7500 Security Boulevard  
Baltimore, Maryland 21244-1850



## **CENTER FOR BENEFICIARY CHOICES**

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**DATE:** March 31, 2008

**TO:** All MA Organizations, PDPs, PACE Organizations, Cost Plans, and Demonstrations

**FROM:** Abby L. Block /s/  
Director

**SUBJECT:** CMS Annual Bidding Conference – Satellite Broadcast/Webcast

CMS will transmit the upcoming Annual Bidding conference live via Satellite Broadcast and Webcast for those who cannot attend in person. CMS will also archive the conference on CMS's Website until March 2009. As mentioned in the February 26 HPMS Notice, the Annual Bidding Conference will encompass training on the proper completion and submission of the Formulary, Bid Pricing Tool (BPT), and Plan Benefit Package (PBP) into the Health Plan Management System (HPMS), as well as a discussion about the Medicare Options Compare (MOC) website. **Note:** The Satellite Broadcast/Webcast/Podcast/Video Streaming Programs will be the same training that participants receive at the in-person conference.

### **Audience:**

Chief Executive Officers, Chief Financial Officers, Marketing Directors, Medicare Operational/Compliance Managers, Premium Underwriters, and others involved in benefit development and submission of Bid packages.

### **Registration – Live Satellite Broadcast/Webcast**

To register for the live Satellite Broadcast or Webcast, please go to the following link:  
<http://cms.distributedclassroom.org>.

### **Registration – Archived Podcast/Video Streaming**

The archived version of the Bidding Conference will be available on April 25. To view the archived version of the conference, please go to:  
[http://www.cms.hhs.gov/apps/events/docs/Conference\\_ID\\_356/bidconference.html](http://www.cms.hhs.gov/apps/events/docs/Conference_ID_356/bidconference.html)

### **Guidance for Locating Downlink Sites**

In general, there are two major formats for satellite transmission - digital and analog. CMS uses both analog and digital formats. Ku-band and C-band have been in use for many years and 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.

#### **Contacts Include:**

- 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.

#### **Information you will need to provide to the site contact person.**

- Transmission Type
- Satellite
- Orbital Location
- Transponder
- Polarity
- Downlink Frequency
- Satellite Help Hotline
- Broadcast Schedule
- Test Signal
- Broadcast Title

**Note:** This information can be found at the registration site.

### **Reserving a Downlink Site**

- If the facility has an analog satellite you should have the satellite coordinates for reference. Some satellite dishes cannot be pointed to all satellites.

**Questions to ask:**

- If the facility can receive the broadcast, you should ask if the viewing room is 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.
- If the facility will allow you to phone or fax your questions in to a toll free number.
- If there are any special arrangements necessary for entry to the site.

**Additional information to provide to the site contact person:**

- You should mention that this broadcast is open to the public and that employees of the hosting facility are welcome to attend if there is an interest in the topic.
- As a courtesy, you should offer the hosting facility a list of the people who will attend.

Note: It is your responsibility to arrange for sign language interpretation if you anticipate and/or invite individuals to attend with hearing impairments.

**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).

If you have any questions regarding the Satellite Broadcast/Webcast or Podcast/Video Streaming please contact DuVa Clyburn at (410) 786-2161.

**“Bidding Conference”  
Satellite Broadcast**

**TECHNICAL FACT SHEET**

**DATE:** April 10, 2008

**TEST TIME:** 9:30 - 10:00 p.m. EDT  
8:30 - 11:00 p.m. CDT  
7:30 - 10:00 a.m. MDT  
6:30 - 9:00 a.m. PDT

**PROGRAM TIME:** 10:00 - 3:30 p.m. EDT  
9:00 - 2:30 p.m. CDT  
8:00 - 1:30 p.m. MDT  
7:00 - 12:30 p.m. PDT

**WEBCAST TROUBLESHOOTING**

**NUMBER:** 703-812-8816

**SATELLITE TROUBLE**

**NUMBER:** 410-786-3618