
CMS Manual System

Pub. 100-20 One-Time Notification

Department of Health &
Human Services (DHHS)
Centers for Medicare &
Medicaid Services (CMS)

Transmittal 157

Date: JUNE 3, 2005

CHANGE REQUEST 3891

SUBJECT: CD-ROM Initiative for Distribution of the Annual Disclosure, “Dear Doctor” Letter and Participation Enrollment Material

I. SUMMARY OF CHANGES: CD-ROM Initiative for distribution of the annual disclosure, “Dear Doctor” letter, and Participation Enrollment materials. Medicare carriers need to use this document as a planning tool in order to have CD-ROMs produced with the above material for mailing by November 2005.

NEW/REVISED MATERIAL - EFFECTIVE DATE*: July 5, 2005

IMPLEMENTATION DATE: July 5, 2005

Disclaimer for manual changes only: The revision date and transmittal number apply to the red italicized material only. Any other material was previously published and remains unchanged. However, if this revision contains a table of contents, you will receive the new/revised information only, and not the entire table of contents.

II. CHANGES IN MANUAL INSTRUCTIONS: (N/A if manual not updated.)

(R = REVISED, N = NEW, D = DELETED) – (Only One Per Row.)

R/N/D	CHAPTER/SECTION/SUBSECTION/TITLE
N/A	

III. FUNDING: No additional funding will be provided by CMS; contractor activities are to be carried out within their FY 2006 operating budgets.

IV. ATTACHMENTS:

	Business Requirements
	Manual Instruction
	Confidential Requirements
X	One-Time Notification
	Recurring Update Notification

*Unless otherwise specified, the effective date is the date of service.

Attachment – One-Time Notification

Pub. 100-20	Transmittal: 157	Date: June 3, 2005	Change Request 3891
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**SUBJECT: CD-ROM Initiative for Distribution of the Annual Disclosure, “Dear Doctor”
Letter and Participation Enrollment Material**

I. GENERAL INFORMATION

A. Background:

The CMS initiated a pilot for mailing the annual disclosure and “Dear Doctor” material on CD-ROM. The first pilot was for the 2003 mailing and involved a single carrier with jurisdiction over 11 states. The second pilot was for the 2004 mailing and involved six carriers that service a total of 26 ½ states. The pilots were successful for the following reasons: 1) all six carriers achieved cost savings, 2) the CD-ROM received overall positive feedback from the physician community, and 3) carriers noticed increased Web site utilization by the physician community. For the 2005 mailing, use of a CD-ROM became a requirement for all carriers.

B. Policy:

Each year carriers conduct an open enrollment period in order to provide eligible physicians with the opportunity to make their calendar year Medicare participation decision by December 31. In order to facilitate this enrollment, carriers undertake a mass mailing of the annual disclosure and “Dear Doctor” material to all physicians in their jurisdiction in early November. The Medicare Claims Processing Manual (Pub. 100-04, Chapter 1) will be updated in the future to reflect mailing the “Dear Doctor” material on a CD-ROM.

For this year’s mailing, CMS is requesting again that all carriers furnish the “Dear Doctor” material and fee schedule locality reports via CD-ROM. In addition, carriers shall include supplemental materials on the disc to enhance the value of the CD-ROM to physicians. The CMS is exploring the possibility of furnishing a video message to the carriers to include on the CD-ROM. The CMS will provide guidance on including the video (or any other CMS-provided material) for the CD-ROM in a separate instruction.

Part II, Business Requirement (see below) contains the requirements for producing and furnishing the CD-ROM as well as evaluation guidelines. It also contains the requirements carriers shall follow for provider education regarding the CD-ROM initiative. However, no Medlearn Matters article will be produced for this change request.

II. BUSINESS REQUIREMENTS

“Shall” denotes a mandatory requirement

“Should” denotes an optional requirement

Requirement Number	Requirements	Responsibility (“X” indicates the columns that apply)								
		F I	R H I	C a r r i e r	D M E R C	Shared System Maintainers				Other
						F I S S	M C S	V M S	C W F	
3891.1	The CMS is requesting that all carriers furnish the annual disclosure and “Dear Doctor” material via a CD-ROM for the upcoming “Dear Doctor” mailing that takes place in early November.			X						
3891.2	The CMS expects that carriers will begin working on this initiative as soon as possible, but no later than 30 days from the issuance of this instruction.			X						
3891.3	The CMS expects that carriers shall produce savings in using the CD-ROM vs. hard-copy paper.			X						
3891.4	Carriers shall annotate the envelope for the CD-ROM, or hard-copy, containing the “Dear Doctor” and fee disclosure material with the following message: “Open Immediately. Package Contains 2006 Medicare Payment Information from the Centers for Medicare & Medicaid Services.”			X						
3891.4.1	If it is helpful to do so, carriers may use “CMS” in place of “the Centers for Medicare & Medicaid Services” on the envelope as long as the CMS logo is also on the envelope.			X						
3891.5	Carriers shall include supplemental materials on the CD to enhance the value of the CD to physicians. Carriers are free to decide which supplemental materials are to be added to the CD-ROM.			X						
3891.6	Localities for all of the carrier’s states shall be displayed on the disc, with a means for physicians to identify their locality-specific fee schedule amounts.			X						
3891.7	The CD shall provide detailed instructions for submitting the participation enrollment forms, or disenrollment requests (how, when, where, etc.).			X						

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						F I S S	M C S	V M S	C W F	
3891.8	The announcement, participation agreement and Fact Sheet shall be prominently displayed on the CD-ROM.			X						
3891.9	Carriers shall work closely with the vendor to build in some flexibility in the CD-ROM’s creation for last minute changes that could possibly occur for the disclosure material. NOTE: The vendor may charge ‘rush’ fees for last minute handling.			X						
3891.10	Carriers shall produce one CD-ROM that contains all needed information that covers multiple states and localities under your jurisdiction. NOTE: If you service 3 different localities, all 3-fee schedules shall be on one-CD. Do not produce separate CDs for every locality or state.			X						
3891.11	Carriers shall include an insert, or indicate on the envelope, instructions for providers on how to access the data on the CD.			X						
3891.11.1	Carriers shall include information of whom the provider can contact if assistance is required. This shall be placed on the insert, or on the envelope, in 3891.11.			X						
3891.12	Carriers shall provide a demo disk and a final disk to their appropriate regional office (RO) and central office (CO) contacts. The CO contact for the demo disk and the final disk is: Kathleen Kersell, Mail Stop C4-09-15 Centers for Medicare & Medicaid Services 7500 Security Blvd. Baltimore, MD 21244			X						
3891.12.1	Send the demo disk to the RO and CO as soon as one is available, but no later than September 15, 2005.			X						

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		F I	R H I	C a r r i e r	D M E R C	Shared System Maintainers			
F I S S	M C S					V M S	C W F		
3891.12.2	Send the final disk to the RO and CO during the mass mailing to the providers.			X					
3891.13	The CD-ROM shall be released for mailing as soon as you are notified by CMS. NOTE: Disclosure materials may not be released until you receive notification from CMS that the Physician Fee Schedule Regulation has been put on display. All information shall be treated as confidential until the regulation has been approved.			X					
3891.14	Carriers shall prepare hard-copy disclosures for no more than 2 percent of the total number of physicians that you service. Carriers have the discretion to produce either one or two percent hard-copy versions.			X					
3891.14.1	The hard-copy disclosures in 3891.14 shall be sent to those physicians that cannot access the data via the CD-ROM. (Carriers shall ask physicians that call the specific reason why they are requesting a hard-copy disclosure.)			X					
3891.15	Carriers shall develop an evaluation report for the RO and CO contacts to review that measures the results of the CD-ROM mailing. At a minimum, this evaluation report shall contain the following: <ul style="list-style-type: none"> • Show CD-ROM related data on the numbers and types of calls received from physicians. • List the questions collected on the types of CD-ROM related problems that physicians encountered. • Show data collected on the number of physicians that requested a hard-copy disclosure, and why they requested it. • Detail the costs of producing each CD-ROM and furnishing it to the physicians. 			X					

Requirement Number	Requirements	Responsibility (“X” indicates the columns that apply)								
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						F I S S	M C S	V M S	C W F	
	<p>Include the unit cost for the development and production of the CD as well as unit cost of postage.</p> <ul style="list-style-type: none"> Report the savings for the FY06 mailing over the FY05 mailing, and explain what will be done with the savings from the CD-ROM initiative. Track and show the number of hard-copy disclosures produced and mailed, and provide unit cost for the development and production of paper as well as the unit cost for postage. Provide the number of CDs produced and the number actually mailed. Measure Web site utilization and assess whether the use of the CD-ROM had increased the use of the Web site. Provide feedback from the physician community on how well the CD was received. 									
3891.16	Carriers shall submit the completed evaluation report described in 3891.15 to the appropriate RO and CO contacts by <u>February 15, 2006</u> . [The CO contacts are Kathy Kersell and April Billingsley (kathleen.kersell@cms.hhs.gov and april.billingsley@cms.hhs.gov)].			X						
3891.17	Carriers shall work closely with the appropriate RO contact on the CD-ROM initiative.			X						
3891.18	Carriers shall initiate/plan provider education/outreach activities well in advance of mailing the CD-ROM.			X						
3891.18.1	Contractor Web site Posting: Carriers shall prominently post a notice and explanatory article detailing the CD-ROM initiative on their Web site. Post this Web site notice and article by early-August 2005 and keep it prominently displayed through December 2005.			X						
3891.18.1.1	The article for 3891.18.1 must explain the			X						

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		F I	R H I	C a r r i e r	D M E R C	Shared System Maintainers				Other
						F I S S	M C S	V M S	C W F	
	advantage of using a CD-ROM, time frames, the contents of the CD, how it will be used, how to get paper copies if needed, and where to get further information.									
3891.18.2	Bulletin Article: Carriers shall publish a bulletin article detailing the CD-ROM initiative containing at the very least the same information as on the contractor’s Web site. This shall be done before October 2005.			X						
3891.18.3	Automated Response Unit (ARU) Message: Carriers should develop audio messages announcing the CD-ROM initiative to callers on hold on provider inquiry lines. This requirement is optional. Carriers using an ARU message should begin around September 1, 2005, and continue through mid-November 2005.			X						
3891.18.3.1	For carriers that choose to do 3891.18.3, the message should give a brief overview and refer callers to the contractor Web site or bulletin article for more information.			X						
3891.18.4	Remittance Notices: Carriers should develop messages for Remittance Advice Notices alerting providers of the CD-ROM initiative. This requirement is optional. Carriers using remittance notices should begin in early September and continue through November 2005.			X						
3891.18.4.1	For carriers that choose to do 3891.18.4, the first message should include a brief description with a referral to the contractor Web site for more information. After the bulletin article is printed, add the bulletin as a reference source.			X						
3891.18.5	Utilization of List-Serv(s): Carriers shall use whatever list-serv(s) are in place to send at least three informational messages about the CD-ROM initiative and reference the contractor Web site for further information.			X						

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						F I S S	M C S	V M S	C W F	
	This requirement shall begin in early September and end in November 2005 with at least one message sent in September, October, and November.									
3891.18.6	Education for Medical Societies/Professional Organizations: Contact state and local medical societies and professional organizations to enlist their assistance in notifying their membership about the CD-ROM initiative. This requirement shall begin mid-August 2005 with reminders in September and October 2005.			X						
3891.18.6.1	To aid in the education of Medical Societies/Professional Organizations, carriers shall develop and distribute a “drop-in” article about the CD-ROM initiative for the Medical Societies/Professional Organizations to use in their own newsletters or publications.			X						
3891.18.7	Provider Communications (PCOM) Advisory Group: Carriers shall enlist all members of the PCOM Advisory Group in sharing information about the CD-ROM initiative. This requirement shall begin with the first meeting of the PCOM Advisory Group after August 2005.			X						
3891.18.8	Notification at Seminars, Workshops, and Speeches: Carriers shall notify participants at all provider education and training events about the forthcoming CD-ROM initiative. This shall begin in September 2005.			X						
3891.18.9	Notification to Customer Service Reps (CSRs): Carriers shall share information regarding this initiative with their CSRs in order for CSRs to answer questions they may receive from physicians regarding this initiative.			X						

III. PROVIDER EDUCATION

Requirement Number	Requirements	Responsibility (“X” indicates the columns that apply)								
		F I	R H I	C a r r i e r	D M E R C	Shared System Maintainers				Other
						F I S S	M C S	V M S	C W F	
3891.19	None.			X						

IV. SUPPORTING INFORMATION AND POSSIBLE DESIGN CONSIDERATIONS

A. Other Instructions: N/A

X-Ref Requirement #	Instructions

B. Design Considerations: N/A

X-Ref Requirement #	Recommendation for Medicare System Requirements

C. Interfaces: N/A

D. Contractor Financial Reporting /Workload Impact: N/A

E. Dependencies: N/A

F. Testing Considerations: N/A

V. SCHEDULE, CONTACTS, AND FUNDING

<p>Effective Date*: July 5, 2005</p> <p>Implementation Date: July 5, 2005</p> <p>Pre-Implementation Contact(s): Kathleen Kersell at 410-786-2033, kathleen.kersell@cms.hhs.gov; or April Billingsley at 410-786-0140, april.billingsley@cms.hhs.gov.</p> <p>Post-Implementation Contact(s): Appropriate Regional Office.</p>	<p>No additional funding will be provided by CMS; Contractor activities are to be carried out within their FY 2006 operating budgets.</p>
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