



Beneficiary Education

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Overview

- Objective
- Timeline
- Education -- Program announcement (April 07)
 - National
 - Local
- Education -- Supplier selection (March 08)
 - National
 - Local



Objective

To promote a clear understanding of DMEPOS competitive bidding program impact on Medicare beneficiaries through a variety of communication channels and information intermediaries.



Timeline

- April 2, 2007 -- Program Announcement
- March 2008 -- Supplier Announcement
- April – June 2008 ... Pre-Implementation
Education Campaign
- July 1, 2008 -- Program Implementation



Program Announcement/National

- Media

- Press Release
- Technical Backgrounder

- Print Materials

- Beneficiary Fact Sheet (English/Spanish) posted on www.medicare.gov
- M&Y handbook (Fall 2007)
- DME publication (Fall 2007)



Program Announcement/National

- Partner Network
 - SHIP/AoA
 - AARP/consumer advocates
 - Disease organizations
- 1-800-MEDICARE
- www.medicare.gov



Program Announcement/Local

- CMS Regional Offices
 - Fact sheet for each market
 - Educational articles for newspapers/senior pubs
 - Listserv distribution, beneficiary fact sheet, telephone contact and/or meetings:
 - Local affiliates of national partner network
 - Congressional district offices



Supplier Announcement/National

- Media

- Press Release
- Technical Backgrounder
- “My Health My Medicare” cable TV program

- Print materials

- Beneficiary fact sheet
- M&Y handbook (Fall 2008)
- DME publication (Fall 2008)



Supplier Announcement/National

- Partner network
 - SHIP/AoA
 - AARP/consumer advocates
 - Disease organizations
- Suppliers
- Providers (physicians, referral agents)
- FFS Contractors



Supplier Announcement/National

- 1-800-MEDICARE
- www.medicare.gov
- Medicare ombudsman



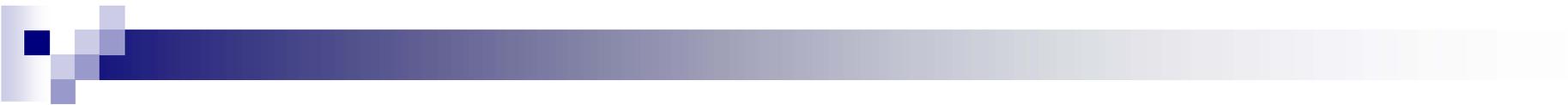
Supplier Announcement/Local

- CMS Regional Offices
 - Fact sheet for each market
 - Educational articles for newspapers/senior pubs
 - PSAs



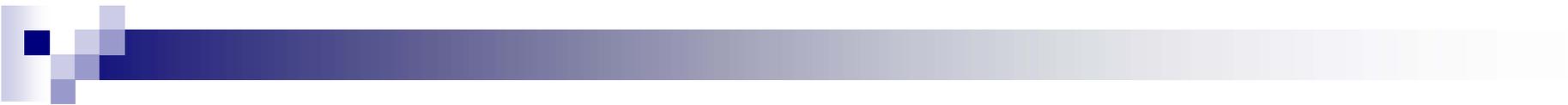
Supplier Announcement/Local

- CMS Regional Offices
 - Listserv distribution, beneficiary fact sheet, telephone contact and/or meetings:
 - Local affiliates of national partner network, supplier/provider associations
 - Congressional district offices
 - State Medicaid Agencies
 - State Ombudsman Offices
 - Offices of Rural Health



Supplier Announcement/Local

- CMS Regional Offices
 - Listserv distribution, beneficiary fact sheet, telephone contact and/or meetings:
 - State Pharmacy Associations
 - State and City/County Chambers of Commerce
 - State Department of Insurance
 - Faith-based and minority organizations
 - Suppliers



Supplier Announcement/Local

- CMS Regional Offices
 - Listserv distribution, beneficiary fact sheet, telephone contact and/or meetings:
 - Referral agents
 - Physicians
 - Hospital/ER discharge planners
 - Clinic social workers
 - Skilled nursing facilities
 - FFS Contractors
 - Local ombudsman for each market