

**Meeting of the Advisory Panel on Medicare Education (APME)  
Centers for Medicare & Medicaid Services (CMS)  
Tuesday, November 19, 2002  
Holiday Inn on the Hill  
415 New Jersey Avenue, NW, Washington, D.C., 20001  
(202) 638-1616**

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| 9:00 – 9:05 a.m.     | Open Meeting and Welcome   | Nancy Caliman, Center for Beneficiary Choices, Centers for Medicare & Medicaid Services (CMS) |
| 9:05 - 9:15 a.m.     | Introduction of Members<br>Review of previous meeting  | Dr. Susan Reinhard,<br>Chairperson, APME  |
| 9:15 – 10:00 a.m.    | <i>Medicare &amp; You</i> Campaign Update  | Michael McMullan, Deputy Director, Center for Beneficiary Choices (CBC), CMS                  |
| 10:00 – 10:15 a.m.   | Break  |   |
| 10:15 – 12:00 p.m.   | Strategies and Approaches for Medicare Education: <ul style="list-style-type: none"> <li>• Long term care awareness strategy</li> </ul>          | Moderator:<br>Dallas Salisbury, APME<br>CMS Staff:<br>Thomas M. Kickham, Ph.D.                |
| 12:00 p.m.-1:00 p.m. | Lunch  |   |
| 1:00 – 3:00 p.m.     | Strategies and Approaches for Medicare Education: <ul style="list-style-type: none"> <li>• Quality improvement communication strategy</li> </ul> | Moderator: Dr. Marlon Priest, APME<br>CMS Staff: Dr. Shiela Roman<br>Regina McPhillips, Ph.D. |
| 2:15-2:30 p.m.       | Break  |   |
| 2:30 –3:00 p.m.      | Public Comment   | Dr. Susan Reinhard  |
| 3:00 – 3:30 p.m.     | Listening Session with CMS Leadership  | Gail P. McGrath   |
| 3:30 – 4:00 p.m.     | Committee Discussion and Next Steps  | Dr. Susan Reinhard  |
| 4:00 p.m.            | Adjourn  | Nancy Caliman   |

**FOR FURTHER INFORMATION**

Information about summary minutes of this meeting or other Committee matters will be available on the World Wide Web at <http://www.cms.hhs.gov/faca/apme/default.asp>, or by contacting Nancy Caliman via E-mail at [ncaliman@cms.hhs.gov](mailto:ncaliman@cms.hhs.gov) or by telephone at (410) 786-9379 (locally), or (877) 449-5659 (toll free).

Press inquiries are handled through the CMS Press Office at (202) 690-6145.