Meeting Summary
MMA Education and Outreach Subcommittee
Advisory Panel on Medicare Education (APME)
Provider Outreach and Education
Wednesday January 26, 2005 / 1:00 – 3:00 PM (EST)

Attendees

APME Subcommittee
Clayton Fong, David Knutson, Dr. Daniel Lyons, Katherine Metzger, Dr. Keith Mueller, Lee Partridge, Dr. Marlon Priest, Susan Raetzman, Catherine Valenti, Grant Wedner

Additional APME Members
Dr. Jane Delgado, David Null

CMS
Elizabeth Butler, Dwayne Campbell, Robin Fritter, Valerie Hart, Lynne Johnson (Designated Federal Official), Kris Koepke, Michael McMullan, Regina McPhillips, Carol Messick, Nancy Ng, Gerry Nicholson, Erin Pressley, Bill Rogers, Nicole Santana, Malvin White

Others
Dr. Steven Zatz, Executive Vice President, Professional Information Services and Chief Medical Officer, WebMD, MedScape

Welcome and Introductions – Dr. Marlon Priest, APME Subcommittee Chair

Dr. Priest explained that the purpose of the meeting was to discuss provider outreach and education to beneficiaries regarding the Prescription Drug Benefit.

CMS Provider Outreach and Education Overview – Gerry Nicholson, Director, Provider Communications Group (PCG), Center for Medicare Management, CMS

Ms. Nicholson provided an overview of CMS's Medicare Prescription Drug Plans Provider Education and Outreach Strategy. She explained that the strategy ensures that physicians, pharmacists, and other health care professionals and staff who work with them, as well as clinicians and staff of institutional providers, who participate in the Medicare program are not only informed about Medicare Prescription Drug Plans, but are also prepared to refer people with Medicare to appropriate resources. In addition, these audiences will be solicited to assist CMS with our outreach efforts, by acting as information intermediaries, regarding the Medicare Drug Benefit. This strategy requires a coordinated effort, led by PCG, among CMS Central (CO) and Regional Office (RO) staff, Medicare Fee-for-Service (FFS) contractors, and provider associations at the national, regional and local levels.

She discussed the following provider outreach materials:

- *Medlearn Matters* Articles;
- Provider Drug Benefit Medlearn web page;
- Drug Benefit Provider Partnership Kits;
- Information in the Fiscal Year 2006 Physician Fee Schedule Direct Mail Packet;

- Marketing items to support research; and
- Beneficiary poster for physicians' offices and pharmacies.

Ms. Nicholson also discussed dissemination tactics in place to push information out to the Medicare provider community such as:

- Posting materials on the cms.gov website;
- Sending notices through provider-specific and Open Door Forum listservs;
- Partnering with national associations;
- Exhibiting at national conferences;
- Open Door Forums;
- Earned media; and
- Sending materials to CMS regional offices and Medicare FFS carriers.

Ms. Nicholson asked the subcommittee to review and provide comments on a draft copy of provider messages to Medicare Prescription Drug Plans.

CMS Regional Office Outreach Efforts to Providers – Carol Messick, Manager, Provider Services Branch, Philadelphia RO
Malvin White, Manager, Provider Services Branch, Seattle RO

Ms. Messick explained her region's many outreach activities such as:

- Hosting meetings with state aging and health organizations;
- Conducting seminars for clinical social workers;
- Publishing the *Pulse of CMS*, a quarterly regional publication for health care professionals; and
- Partnering with the State Pharmacy Board to disseminate messages to pharmacists.

Mr. White explained that his regional office participates in many of the same outreach activities as the Philadelphia regional office. Seattle's entire regional office staff, including staff working in the areas of quality and beneficiary services, are involved in getting messages out to providers.

MedScape - Dr. Steven Zatz, Executive Vice President, Professional Information Services and Chief Medical Officer, WebMD, MedScape

Dr. Zatz explained that Medscape reaches 575,000 physicians and over 2 million non-physician health professionals. Medscape contains over 30 specialty sites and offers content features such as: professional news; Continuing Medical Education (CME); live events; full-text journal articles; resource centers; physician discussions; and Patient Education Centers. He also noted that Medscape works with numerous government and professional organizations and foundations.

Group Discussion and Recommendations - Dr. Marlon Priest, APME Subcommittee Chair

The subcommittee recommended the following:

- Target messages to providers located in specific zip codes for the purpose of reaching low income beneficiaries;
- Find ways to get information sent to large organizations down to the rank and file because Medicare messages are not getting in the hands of physicians;

- Provide information on the effectiveness of outreach efforts to providers;
- Expand outreach to rural health/Flex Coordinators;
- Develop outreach effort to hospital residents who play a large part in writing prescriptions and discharging patients;
- Place Medicare content/messages on many websites versus being a single source of information;
- Email *Medlearn Matters* to members of a practice to ensure they are getting messages;
- Close the gap in the customer service infrastructure by providing assistance in languages other than English and Spanish; and
- Partner with home health agencies to provide education and outreach because they have long-term relationships with beneficiaries.

Next Steps – Dr. Marlon Priest

The subcommittee has been asked to give input on the 2006 *Medicare & You* Handbook. The meeting date will be announced.

Attachments

A. Draft **–** Internal Document, *Medicare Prescription Drug Plans Provider Education and Outreach Strategy*
B. Draft – *Provider Messages Medicare Prescription Drug Plans (MPDPs) Education & Outreach Campaign*
C. *MedLearn Matters, MMA-Cardiovascular Screening Blood Tests,* #3411
D. *MedLearn Matterns, MMA-Diabetes Screening Tests,* #3637
E. *MedLearn Matters, MMA-Initial Preventive Physical Examination,* #3638
F. *The Pulse of CMS,* Winter 2004
G. *Presentation to the APME Subcommittee on Provider Outreach and Education,* Medscape