Meeting Summary
MMA Education and Outreach Subcommittee
Advisory Panel on Medicare Education (APME)
2006 *Medicare & You* Handbook
February 17, 2005 / 1:00 – 3:00 PM (EST)

Attendees

APME Subcommittee
Clayton Fong, Dr. Daniel Lyons, Katherine Metzger, Dr. Keith Mueller, Lee Partridge, Susan Raetzman, Catherine Valenti

Additional APME Members
James Bildner, David Null

CMS
Elizabeth Butler, Dwayne Campbell, Michelle DeLisle, Lynne Johnson (Designated Federal Official), Thomas Kickham, Michael McMullan, Regina McPhillips, Amy Miner, Erin Pressley, Carol Rubenstein, Jeannie Wilkerson

Welcome and Introductions – Katherine Metzger, APME Subcommittee Chair

Ms. Metzger explained the purpose of the meeting and asked the members and participants to introduce themselves.

2006 *Medicare & You Handbook* Overview – Erin Pressley, Director, Division of Beneficiary Publications Development, CBC, CMS

Ms. Pressley discussed the outline of the content of the 2006 handbook. In addition, she explained that some information about the Original Medicare Plan may be removed from the handbook and the Important Contacts section will be reformatted. All panel members will have the opportunity to review and give input on the draft copy of the 2006 *Medicare & You* handbook around the beginning of April. Ms. Pressley also informed the members that some fact sheets and tip sheets will be published in Russian, Korean, Chinese, and Vietnamese. Clayton Fong volunteered to provide assistance with the materials that are translated in Korean, Chinese, and Vietnamese.

Group Discussion and Recommendations – Katherine Metzger

The subcommittee recommended the following:

- Include in the handbook, information targeting different populations, especially low income;
- Include in the handbook, a screening tool that helps beneficiaries identify the types of insurance they currently have;
- Develop additional materials targeting the low-income population;
- Include messages to encourage low-income beneficiaries to apply for the subsidy;
- Make a clear difference between Medicare Advantage Prescription Drug Plans and Prescription Drug Plans;

- Highlight at the beginning of the handbook a list of topics along with page numbers that may be of special interest to the beneficiaries;
- Utilize the front cover of the handbook to highlight important information the beneficiaries need to know;
- Include in the handbook, a one page pull-out on the Prescription Drug Benefit to get this information in the hands of the beneficiaries very quickly;
- Inform the beneficiaries that they will receive a drug benefit card from the drug sponsor, and not from Medicare.
- Share ahead of time with MA plans, the information CMS plans to provide to beneficiaries so that the MA plans can be proactive in preparing for beneficiary questions.

Next Steps – Katherine Metzger

No future subcommittee meeting has been planned as of this date.

Attachments

A. 2006 *Medicare & You* Handbook Contents Document
B. 2005 State Specific *Medicare & You* Handbook