

## Division of Provider Information Planning & Development (DPIPD)

### Guidelines for Medicare Learning Network (MLN) Product Development Determination

Fee-for-service provider educational products are developed by DPIPD/CMM/CMS and branded as part of the MLN. These products include MLN Matters articles, brochures, manuals and web-based training courses. MLN products are plain language versions of the authoritative source materials. MLN products are not intended to take the place of the source material (e.g. regulation, policy, operational instructions, rulings) and do not have standing as Medicare policy or operational instructions. For this reason MLN products contain disclaimer language (see attached) that explains to the provider that, while the educational material is a tool, it is the provider's responsibility to review the relevant underlying policy. For the reader's convenience, MLN products cite and often provide website URLs for relevant source materials.

DPIPD uses several different methods to determine the subject matter for provider education products. These methods include:

- Reviewing Department and Agency initiatives and priorities
- Reviewing new legislation and Medicare program instructions
- Needs of the provider community

Once the need for an educational product has been identified, DPIPD reviews the subject matter and primary audience demographics to determine the media type best to deliver the material. The same material used for the product typically comes from legislation and Medicare program instructions. DPIPD converts the technical language of the legislation or instruction into plain language for the provider community. CMS subject matter experts review product content for accuracy. Since all of the content contained in DPIPD educational products has its foundation in legislation or Medicare program instructions, links to the source authoritative materials are contained in the educational products.

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