



National Provider Education Activities for Round 1 of the Medicare DMEPOS Competitive Bidding Program

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National Education & Outreach Activities for Round 1

Goals

- Educate Medicare FFS DMEPOS suppliers, physicians and other providers on the Program and how it may affect their Medicare business practices
- Work in tandem with the CBIC to ensure that all information and education products are consistent, timely and targeted to the appropriate audience



Keys to Success

- Preparing information that is accurate, understandable and timely
- Using effective channels to get the information out to the broadest and most appropriate audiences



What We've Done So Far

- DMEPOS Competitive Bidding web page at:
<http://www.cms.hhs.gov/CompetitiveAcqforDMEPOS>
 - Contains all DMEPOS Competitive Bidding information, including link to CBIC website
 - Issue listserv announcements when new information is posted
 - Over **485,000** web page hits since May 2007
 - Prominent links added to all CMS DME-related web pages.



What We've Done So Far

- Leverage existing extensive network to disseminate information
 - CMS provider-specific listservs ~ over **167,000** subscribers; **15,770 DMEPOS-related**
 - Open Door Forum listservs ~ over **60,000** subscribers; **6,000 DMEPOS-related**



What We've Done So Far

- Medicare Contractors
 - Provider listservs
 - Websites
 - Newsletters
 - Other provider education activities
- CMS Regional Office outreach activities



What We've Done So Far

- CMS FFS Provider Partner Network
 - Over **111** national healthcare-related associations; includes **3** DMEPOS associations
 - Over **2,046** State/local associations; includes **17** DMEPOS associations
 - FFS Provider Partners agree to
 - Disseminate to association members
 - Publish in association newsletters
 - Post links on their websites



What We've Done So Far

- To date have sent over **20** DMEPOS Competitive Bid-related messages through our information channels
 - Topics included
 - Opening of bidder registration
 - Special Bidders Conference
 - Extension of bid submission deadline
 - Announcements of ***MLN Matters*** articles
 - Reminders for registration, bidding, and accreditation deadlines



What We've Done So Far

■ **5 “MLN Matters” National Articles**

□ Topics included

- Designation of the Competitive Bid areas and product categories ([MM5574](#))
- Accreditation for DMEPOS Suppliers ([SE0713](#))
- Opening of registration to submit bids ([SE0717](#))
- Pre-Bidding activities ([SE0714](#))
- Information for HHAs providing DMEPOS in Competitive Bid areas ([MM5551](#))



What We've Done So Far

- **Four *MLN Matters* “Newsflash” updates**
 - **Newsworthy information on CMS programs highlighted on selected *MLN Matters* articles**
- **Articles are extensively marketed**
 - **Dedicated *MLN Matters* listserv with over **32,000** subscribers**
 - **Announce key articles using our established information channels (e.g., listservs, provider partner e-mails)**
 - **CMS Exhibit Program**



Planned Pre-Implementation Activities

- Reiterating Competitive Bid information in the annual “Key Medicare News” article; targeted to Medicare physician community (November 2007)



Planned Pre-Implementation Activities

- Upcoming ***MLN Matters*** National Articles
 - Role of contract supplier
 - Role of non-contract supplier, physicians and other Medicare providers who order DMEPOS for Medicare beneficiaries
 - How to address beneficiary questions
 - How DMEPOS claims are processed
 - Information related to quarterly FFS Change Requests containing Competitive Bid updates (starting in July 2008)



Planned Pre-Implementation Activities

- **Additional educational products for non-contract suppliers, physicians and other providers who order DMEPOS for Medicare beneficiaries**
 - Ongoing Information Updates
 - Accreditation reminders through October 2007
 - Suppliers selected for Round 1 contracts
 - ***MLN Matters*** Articles
 - Other educational products
 - Internet Supplier Locator Tool
 - Program Implementation
 - 2008 Bid Cycle announcements