
CMS Manual System

Pub. 100-20 One-Time Notification

Department of Health &
Human Services (DHHS)
Centers for Medicare &
Medicaid Services (CMS)

Transmittal 85

Date: MAY 28, 2004

CHANGE REQUEST 3292

I. SUMMARY OF CHANGES: CD-ROM Initiative for Distribution of the Annual Disclosure, Dear Doctor Letter, and Participation Enrollment Materials. Medicare carriers need to use this document as a planning tool in order to have CD-ROMs produced with the above material for mailing by November 2004.

NEW/REVISED MATERIAL - EFFECTIVE DATE: June 28, 2004

***IMPLEMENTATION DATE: June 28, 2004**

Disclaimer for manual changes only: The revision date and transmittal number apply only to red italicized material. Any other material was previously published and remains unchanged.

II. CHANGES IN MANUAL INSTRUCTIONS: (N/A if manual not updated.)

(R = REVISED, N = NEW, D = DELETED – (Only One Per Row.)

R/N/D	CHAPTER/SECTION/SUBSECTION/TITLE
N/A	

***III. FUNDING:**

These instructions should be implemented within your current operating budget.

IV. ATTACHMENTS:

<input checked="" type="checkbox"/>	Business Requirements
<input type="checkbox"/>	Manual Instruction
<input type="checkbox"/>	Confidential Requirements
<input checked="" type="checkbox"/>	One-Time Notification

***Medicare contractors only**

Attachment - Business Requirements

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SUBJECT: CD-ROM Initiative for Distribution of the Annual Disclosure, Dear Doctor Letter and Participation Enrollment Material

I. GENERAL INFORMATION

A. Background:

For the past 2 years, the CMS has initiated a pilot for mailing the annual disclosure and “Dear Doctor” material on CD-ROM. The first pilot involved a single carrier with jurisdiction over 11 states and the second pilot involved 6 carriers that service a total of 26 ½ states. The pilots were successful for the following reasons: 1) all six carriers achieved cost savings, 2) the CD-ROM received overall positive feedback from the physician community, and 3) carriers noticed increased web site utilization by the physician community.

B. Policy:

Each year carriers conduct an open enrollment period in order to provide eligible physicians with the opportunity to make their calendar year Medicare participation decision by December 31. In order to facilitate this enrollment, carriers undertake a mass mailing of the annual disclosure and “Dear Doctor” material in hard-copy form to all physicians in their jurisdiction in early November.

For this year’s mailing, the CMS is requesting that all carriers furnish the “Dear Doctor” material, CY 2005 Medicare Participation Announcement and Agreement, Fact Sheet and fee schedule locality reports via CD-ROM. In addition, carriers shall include supplemental materials on the disc to enhance the value of the CD-ROM to physicians.

For the benefit of those carriers who have not participated in this initiative in the past, examples of supplemental materials added to the CD-ROM by two carriers that participated in the past CD initiative can be viewed at the following web sites:

www.noridianmedicare.com/provider/feeschedule/index.html

or

www.wpsic.com/medicare/provider/cdrom_info.shtml, click on the CD-ROM icon.

Carriers can also view a “Road-Map” prepared by Noridian Administrative Services. This “Road-Map” provides a timeframe that Noridian followed for preparing the CD-ROM. The “Road-Map” is posted on the following CMS web site:

www.cms.hhs.gov/contractors

The regional offices will work closely with carriers in their jurisdiction that participate in this initiative. In addition, the CMS will hold conference calls periodically with the appropriate regional office staff to discuss carriers' concerns and provide guidance.

Part II, Business Requirement (see below) contains the requirements for producing and furnishing the CD-ROM as well as evaluation guidelines. Part III, Supporting Information, Item A., contains the requirements carriers shall follow for provider education regarding the CD-ROM initiative.

C. Provider Education:

Carriers shall follow the provider education instructions listed under Part III, Supporting Information. Provider education performed by carriers is a major part of this initiative and must begin early in the process. (See the various provider education due dates under Part III.)

II. BUSINESS REQUIREMENTS

"Shall" denotes a mandatory requirement

"Should" denotes an optional requirement

Requirement #	Requirements	Responsibility
3292.1	The CMS is requesting that all carriers furnish the annual disclosure and "Dear Doctor" material via a CD-ROM for the upcoming "Dear Doctor" mailing which takes place in early November.	Local Part B Carriers
3292.2	This instruction shall be used as a planning tool for carriers in order to begin contacting vendors and plan for additional/supplemental information that should be included in the CD-ROM in addition to the "Dear Doctor" material.	Local Part B Carriers
3292.3	The CMS expects that carriers will begin working on this initiative as soon as possible but no later than 30 days after release of this instruction.	Local Part B Carriers
3292.4	Carriers not wanting to participate in this initiative must send in a waiver request no later than: JUNE 25, 2004 . Waiver requests should be addressed to: CMS/7500 Security Blvd, Mail Stop C4-09-15, Attention: Kathy Kersell/April	Local Part B Carriers

	Billingsley, Baltimore MD 21244. Waiver requests can also be emailed to the above CMS contacts at kkersell@cms.hhs.gov and abillingsley@cms.hhs.gov . Also, send a copy to the appropriate regional office contact.	
3292.5	The waiver request must include a justification as to why the CD-ROM initiative is not cost effective. Cost of producing the material in-house and postage of hard copy vs. contracting with a vendor to produce the CD and postage of the CD. In addition, the justification must include why the CD-ROM is not more efficient and not an improved service for the physician community.	Local Part B Carriers
3292.6	The CMS expects that carriers shall produce savings in using the CD-ROM vs. hard copy paper.	Local Part B Carriers
3292.7	The CD-ROM shall contain the following: the “Dear Doctor” material which consists of CY 2005 Announcement About Medicare Participation, Medicare Participation Agreement (CMS-460), Fact Sheet, and fee schedule locality reports.	Local Part B Carriers
3292.8	Carriers shall include supplemental materials on the CD to enhance the value of the CD to physicians.	Local Part B Carriers
3292.9	Localities for all of the carrier’s states shall be displayed on the disc, with a means for physicians to identify their locality-specific fee schedule amounts.	Local Part B Carriers
3292.10	The CD shall provide detailed instructions for submitting the participation enrollment forms, or disenrollment requests (how, when, where, etc.).	Local Part B Carriers
3292.11	The announcement, participation agreement and Fact Sheet shall be prominently displayed on the CD-ROM.	Local Part B Carriers
3292.12	Carriers shall work closely with the vendor to	Local Part B Carriers

	<p>build in some flexibility in the CD-ROM's creation for last minute changes that could possibly occur for the disclosure material. NOTE: The vendor may charge 'rush' fees for last minute handling.</p>	
3292.13	<p>Carriers shall produce one CD-ROM that contains all needed information that covers multiple states and localities under your jurisdiction. NOTE: If you service 3 different localities, all 3-fee schedules shall be on one-CD. Do not produce separate CDs for every locality or state.</p>	Local Part B Carriers
3292.14	<p>Carriers shall include an insert or indicate on the envelope instructions for providers on how to access the data on the CD. This information shall include whom the provider can contact if assistance is required.</p>	Local Part B Carriers
3292.15	<p>Carriers shall provide a Demo disk to their appropriate regional office and central office contacts as soon as one is available. The central office contact for the demo disk is: Kathy Kersell/ CMS/7500 Security Blvd, Mail Stop C4-09-15, Baltimore, MD 21224.</p>	Local Part B Carriers
3292.16	<p>The CD-ROM shall be released for mailing as soon as you are notified by CMS. <i>NOTE: Disclosure materials may not be released until you receive notification from CMS that the Physician Fee Schedule Regulation has been put on display. All information shall be treated as confidential until the regulation has been approved.</i></p>	Local Part B Carriers
3292.17	<p>Carriers shall work closely with the appropriate regional office contact on the CD-ROM initiative.</p>	Local Part B Carriers
3292.18	<p>Carriers shall prepare hard-copy disclosures for at least 2 percent of the total number of physicians that you service. These hard copies shall be sent to those physicians that cannot access the data via the CD-ROM. (Carriers shall ask physicians that call the specific reason</p>	Local Part B Carriers

	why they are requesting a hard copy.)	
3292.19	<p>Carriers shall develop an evaluation plan for regional office and central office to review that measure the results of the CD-ROM mailing. The plan shall be submitted to the appropriate regional office contacts and central office contacts by <u>February 15, 2005</u>. The central office contacts are Kathy Kersell and April Billingsley (kkersell@cms.hhs.gov and abillingsley@cms.hhs.gov).</p>	Local Part B Carriers
3292.20	<p>At a minimum, the evaluation shall contain the following:</p> <ul style="list-style-type: none"> A) Create measures to capture CD-ROM related data on the numbers and types of calls received from physicians. B) Collect questions on the types of CD-ROM related problems that physicians encounter. C) Collect data on number of physicians that requested hard-copy and why. D) Detail the costs of producing each CD-ROM and furnishing it to the physicians and report the savings as a result of using a CD-ROM instead of paper. E) Track the number of hard copies mailed, and provide unit cost for the development and production of paper as well as the unit cost for postage. F) Number of CDs produced and the number actually mailed. G) Provide unit cost for the development and production of the CD as well as unit cost of postage. H) Measure web site utilization to assess whether the use of the CD-ROM increased the use of the carrier web site. I) Provide feedback from the physician community on how well the CD is received. 	Local Part B Carriers

III. SUPPORTING INFORMATION AND POSSIBLE DESIGN CONSIDERATIONS

A. Other Instructions:

X-Ref Requirement #	Instructions
3292.1	Carriers shall initiate provider education/outreach activities well in advance of mailing the CD-ROM.
3292.1.2	Contractor Website Posting: Carriers shall prominently post a notice and explanatory article detailing the CD-ROM initiative on their web site. The article must explain the advantage of using CD-ROM, timeframes, the contents of the CD, how it will be used, how to get paper copies if needed, and where to get further information. Post this article by: early-August 2004. This web site notice shall be kept prominently displayed through December 2004.
3292.1.3	Bulletin Article: Carriers shall publish a bulletin article detailing the CD-ROM initiative containing at the very least the same information as on the contractor's website. This shall be done before October 1, 2004.
3292.1.4	Automated Response Unit Message: Carriers shall develop audio messages announcing the CD-ROM initiative to callers on hold on provider inquiry lines. The message shall give a brief overview and refer callers to the contractor web site or bulletin article for more information. This requirement shall begin around September 1, 2004 and continue through mid-November 2004.
3292.1.5	Remittance Notices: Carriers shall develop messages for Remittance Advice Notices alerting providers of the CD-ROM initiative. The first message shall include a brief description with a referral to the contractor website for more information. After the bulletin article is printed, add the bulletin as a reference source. This shall begin in early September and continue through November 2004.
3292 1.6	Utilization of List-Serv(s): Carriers shall use whatever list-serv(s) are in place to send informational messages about the CD-ROM initiative. At least three messages, one in September, October, and November shall be sent. Each message shall also reference the contractor website for further information. This requirement shall begin in early September and end in November 2004.
3292.1.7	Education for Medical Societies/Professional Organizations: Contact state and local medical societies and professional organizations to enlist their assistance in notifying their membership about the CD-ROM initiative. Develop and distribute a "drop-in" article about it for use in society newsletters or publications. This requirement shall begin mid-August

	2004 with reminders in September and October 2004.
3292.1.8	Provider Communications (PCOM) Advisory Group: Carriers shall enlist all members of the PCOM Advisory Group in sharing information about the CD-ROM initiative. This requirement shall begin with the first meeting of the PCOM Advisory Group after October 1, 2004.
3292.1.9	Notification at Seminars, Workshops, and Speeches: Carriers shall notify participants at all provider education and training events about the forthcoming CD-ROM initiative. This shall begin in September 2004.
3292.1.10	Notification to Customer Service Reps (CSRs): Carriers shall share information regarding this initiative with their CSRs in order for CSRs to answer questions they may receive from physicians regarding this initiative.

B. Design Considerations:

X-Ref Requirement #	Recommendation for Medicare System Requirements
	N/A

C. Interfaces: N/A

D. Contractor Financial Reporting /Workload Impact: N/A

E. Dependencies: N/A

F. Testing Considerations: N/A

G. Attachment—Regional Office Contacts

IV. SCHEDULE, CONTACTS, AND FUNDING

Effective Date: June 28, 2004.	These instructions shall be implemented within your current operating budget.
Implementation Date: June 28, 2004.	
Post-Implementation Contact(s): Appropriate Regional Office Contacts (see attached).	

Attachment: Regional Office Contacts for CD-ROM Initiative

Steve Mills----Boston RO

Tanya Carolina---New York RO

Mark Vogel-----Philadelphia RO

Sandra Staiano---Atlanta RO

Kenvin Ivory-Kennedy---Chicago RO

Lana Magers-----Dallas RO

Dale Ferguson----Kansas RO

Lyla Nichols-----Denver RO

Anna Duhay-----San Francisco RO

Jim Underhill----Seattle RO