
Program Memorandum Intermediaries/Carriers

Department of Health and
Human Services (DHHS)
HEALTH CARE FINANCING
ADMINISTRATION (HCFA)

Transmittal AB-00-106

Date: NOVEMBER 9, 2000

CHANGE REQUEST 1352

SUBJECT: Establishment of Provider/Supplier Information and Education Resource Directory

This Program Memorandum (PM) notifies Medicare contractors of the establishment of a provider education and training materials resource directory, describes its intended operation, and requests your assistance in filling it. This resource directory will be comprised of provider and supplier education materials developed by Medicare contractors. The directory will be used to promote the sharing of provider information and education tools among Medicare contractors, and to help reduce the cost of development of these materials.

Background

As part of their provider/supplier provider education and training activities, Medicare contractors have developed and produced a variety of information and education pieces. These information pieces speak to many Medicare-related topics including benefits, coverage, billing issues as well as health promotion and disease prevention. They are intended for professional health care providers and others associated with the health services industry. These materials can be in various forms such as pamphlets, brochures, manuals, reference books, fact sheets, video productions, audio tapes, CDs, magazine or newspaper articles, and others. They may be distributed or used by Medicare contractors as part of a comprehensive educational effort directed to a specific provider group, or as stand-alone pieces supplied directly to providers and suppliers. These materials all necessitated an expenditure of contractor fiscal and human resources to create and develop.

At a time when Medicare contractors have been asked to increase their provider education efforts with a static, and sometimes reduced budget, lessening the costs for development of provider education materials would have a beneficial impact. Less resources and time spent on development and production can mean more resources and time spent on marketing and dissemination of these information tools. A reduction in development costs could be accomplished if Medicare contractors used provider education materials already created, designed and developed by other Medicare contractors.

Objective and Purpose

The initial objective of this effort is to establish and maintain a provider/supplier information and education resource directory for Medicare contractors. Its purpose is to facilitate the exchange and usage of already developed materials that would reduce the overall costs for developing new provider education and training material. This would minimize “re-inventing of the wheel” for some material, as well as promote the use of quality information resources that have already been “field tested”.

Collection

As the first step in establishing this resource directory, you are requested to send, within 30 days after receipt of this PM, one copy of any provider/supplier information and education material of

note you have developed or used within the last two years to the address below. This material should be suitable to be used or copied in whole or in part by other Medicare contractors.

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NOTE: All material developed by Medicare contractors using HCFA funding as the principal source for its development are considered the property of HCFA.

Materials should address subjects primarily on a national, rather than a regional or local basis. Materials predominately containing information tailored to a local or regional audience that would have little national application such as unique letters, event notices, and complete provider bulletins or newsletters are excluded from this collection. Individual bulletin or newsletter articles focusing on subjects of nationwide interest can be included. Include the name, address, telephone number and e-mail address of a contact person for each piece.

Send these materials to: Division of Provider Education and Training
HCFA
7500 Security Boulevard, C4-10-07
Baltimore, MD 21244
Attn: PET Resource Directory

Send one copy of all appropriate provider education and information materials (excluding bulletins/newsletters) developed in the future, to the address above. Also, send any significantly revised or updated versions of material previously submitted.

Operation

After the initial collection of materials, the Division of Provider Education and Training (DPET) will make available to all Medicare contractors a listing (the Resource Directory) containing descriptions of all suitable materials provided. The name and address of the contact person for each piece will be included. The listing will be updated periodically to account for newly developed and revised materials. Contractors interested in examining or using, in whole or in part, any of the materials are to communicate directly with the contact person(s) listed.

The contact person is to facilitate the sharing or loan of originating material, i.e., camera ready copy, electronic files, artwork, etc. that would aid in duplication efforts. Courtesy copies of any resultant materials developed in conjunction with this effort are to be shared by the developing contractor with DPET as well as with the originating contractor. Contractors are to communicate to DPET their plans and activities for using the information and education materials in the Resource Directory.

Acknowledgement

If a Medicare contractor reproduces or uses material, in whole or in part, originally developed by another contractor, the originating contractor should be acknowledged either within the material, or on a cover, case or container. In the case of printed text material, this acknowledgement should appear on the inside back page or cover.

DPET recommends the following language be used for acknowledgements:

"ACKNOWLEDGEMENT - Information contained herein was extracted from material developed by [name of originating contractor], a HCFA contracted [carrier or fiscal intermediary.]"

Questions about the operation of the resource directory are to be addressed to Harvey Tzucker at Htzucker@HCFA.gov or at (410) 786-3670.

The *effective date* for this PM is: December 9, 2000.

The *implementation date* for this PM is: December 9, 2000.

These instructions should be implemented within your current operating budget.

This PM may be discarded after: December 9, 2001.

If you have any questions, contact Harvey Tzucker, Htzucker@HCFA.gov, (410) 786-3670, fax (410) 786-0330.