

2025 Current Fiscal Year Report: Advisory Panel on Outreach and Education

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1. Department or Agency

Department of Health and Human Services

2. Fiscal Year

2025

3. Committee or Subcommittee

Advisory Panel on Outreach and Education

3b. GSA Committee No.

5259

4. Is this New During Fiscal Year?

5. Current Charter	6. Expected Renewal Date	7. Expected Term Date
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No 01/19/2023 01/19/2025

8a. Was Terminated During Fiscal Year?

No

8b. Specific Termination Authority

8c. Actual Term Date

9. Agency Recommendation for Next Fiscal Year

Continue

10a. Legislation Req to Terminate?

Not Applicable

10b. Legislation Pending?

Not Applicable

11. Establishment Authority

Authorized by Law

12. Specific Establishment Authority

42 USC 217a: Sec. 222 of the PHS Act, as amended

13. Effective Date

10/06/1972

14. Committee Type

Continuing

14c. Presidential?

No

15. Description of Committee

National Policy Issue Advisory Board

16a. Total Number of Reports

No Reports for this Fiscal Year

17a. Open

0

17b. Closed

0

17c. Partially Closed

0

Other Activities

0

17d. Total

0

Meetings and Dates

No Meetings

	Current FY	Next FY
18a(1). Personnel Pmts to Non-Federal Members	\$0.00	\$0.00
18a(2). Personnel Pmts to Federal Members	\$0.00	\$0.00
18a(3). Personnel Pmts to Federal Staff	\$0.00	\$0.00
18a(4). Personnel Pmts to Non-Member Consultants	\$0.00	\$0.00
18b(1). Travel and Per Diem to Non-Federal Members	\$0.00	\$0.00
18b(2). Travel and Per Diem to Federal Members	\$0.00	\$0.00
18b(3). Travel and Per Diem to Federal Staff	\$0.00	\$0.00
18b(4). Travel and Per Diem to Non-member Consultants	\$0.00	\$0.00
18c. Other(rents,user charges, graphics, printing, mail, etc.)	\$0.00	\$0.00
18d. Total	\$0.00	\$0.00
19. Federal Staff Support Years (FTE)	0.00	0.00

20a. How does the Committee accomplish its purpose?

The Panel accomplishes its purpose by using the diverse expertise and perspectives of its members to advise the Secretary of HHS and the Administrator of the Centers for Medicare & Medicaid Services (CMS) on effective strategies for implementing the education and outreach for the Health Insurance Marketplace, Medicare, Medicaid and Children's Health Insurance Programs. The Panel issues its recommendations through letters to the CMS Director of the Office of Communications.

20b. How does the Committee balance its membership?

The membership is comprised of authorities knowledgeable in the fields of: senior citizen advocacy; outreach to minority communities; health communications; disease-related health advocacy; disability policy and access; health research; health insurers and plans; Health IT; caregiving; State Health Insurance Assistance Programs; State medical programs; pharmacists networks; community health centers and underserved populations; web health education; providers and clinicians; matters of labor and retirement; and representatives of the general public. Panel membership reflects a balance in terms of gender, race and regional affiliation.

20c. How frequent and relevant are the Committee Meetings?

The meetings are held up to four times per year at the call of the Chair. The meetings focus on the cutting edge challenges in health care communications and assist in responding to the rapid changes in the health care environment. The CMS APOE met three times in FY2024. After each meeting, recommendations from the APOE panel are shared with CMS leadership and the CMS presenters. The CMS presenters comment on the recommendations, with the final list of recommendations shared with APOE members at the following meeting. The APOE panel has been instrumental in providing effective strategies for implementing education and outreach programs for CMS.

20d. Why can't the advice or information this committee provides be obtained elsewhere?

As a result of the Balanced Budget Act of 1997 and the Medicare Modernization Act of 2003, CMS

has substantial responsibilities to provide information to people with Medicare about available Medicare Advantage options; available Part D options; comparison information about the choices; benefits provided under Original Medicare; plan election procedures; procedural rights (including appeal and grievance rights); Medigap, and the potential for contract termination by the private health plans. Successful implementation of the Medicare Advantage program requires CMS to regard the views of a variety of private sector constituents and develop a broad range of public-private partnerships to facilitate information dissemination to the diverse Medicare population. APOE, also provides advice on optimal strategies for: developing and implementing education and outreach programs for individuals enrolled in or eligible for Medicare, Medicaid, CHIP and the Health Insurance Marketplace.

20e. Why is it necessary to close and/or partially closed committee meetings?

The meetings shall be closed only when Privacy Act data (ie: patient identifiers, personnel data, other personal information, etc.) are under discussion. No formal panel meetings have been closed to the public.

21. Remarks

This committee provides recommendations throughout the year and at this time does not produce a yearly report.

Designated Federal Officer

Hailey Gutzmer Health Insurance Specialist

Committee Members	Start	End	Occupation	Member Designation
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Balk, Mitchell	06/22/2023	06/22/2025	The Mt. Sinai Health Foundation	Special Government Employee (SGE) Member
Campbell, Paula	09/09/2023	09/09/2025	Illinois Primary Care Association	Special Government Employee (SGE) Member
Fullen, Matthew	04/18/2024	04/18/2026	Virginia Tech	Special Government Employee (SGE) Member
Gust, Justin	04/18/2024	04/18/2026	El Centro, Inc.	Special Government Employee (SGE) Member
Haynes, Andrea	09/09/2023	09/09/2025	PCC Austin Family Health Center	Special Government Employee (SGE) Member
Keys, Vacheria	06/22/2023	06/22/2025	National Association of Community Health Centers	Special Government Employee (SGE) Member
Kimball, Lynn	09/09/2023	09/09/2025	Aging and Long-Term Care of Eastern Washington	Special Government Employee (SGE) Member
Martin, Alister	06/22/2023	06/22/2025	Massachusetts General Hospital	Special Government Employee (SGE) Member
Meltzer, Neil	02/02/2022	02/02/2026	LifeBridge Health	Special Government Employee (SGE) Member
Podgorski, Carol	06/22/2023	06/22/2025	University of Rochester Medical Center	Special Government Employee (SGE) Member
Prince, Melanie	06/22/2023	06/22/2025	MAP Your WAY, LLC	Special Government Employee (SGE) Member
Sandiego, Tricia	09/09/2023	09/09/2025	AARP	Special Government Employee (SGE) Member
Schofield, Marsha	09/09/2023	09/09/2025	Marsha Schofield & Associates	Special Government Employee (SGE) Member
Schultz, Mina	06/22/2023	06/22/2025	Young Invincibles	Special Government Employee (SGE) Member

Spirn, Daniel	06/22/2023	06/22/2025	URAC	Special Government Employee (SGE) Member
Whicheloe, Emily	06/22/2023	06/22/2025	Medicare Rights Center	Special Government Employee (SGE) Member

Number of Committee Members Listed: 16

Narrative Description

The Centers for Medicare & Medicaid Services has substantial responsibilities under the Inflation Reduction Act, the Affordable Care Act, the American Rescue Plan, and other CMS programs and initiatives, to provide information to Medicare, Medicaid, CHIP and Health Insurance Marketplace beneficiaries and consumers, about the range of health plans and health plan options available and tools to evaluate health plan choices. Successful implementation of these programs requires CMS to consider the views and policy input of a variety of private sector constituents and to develop a broad range of public-private partnerships. The mission of the Advisory Panel on Outreach and Education (APOE) is to advise the Secretary and the CMS Administrator concerning optimal strategies for: 1. Developing and implementing a national outreach and education program that describes the options for selecting a health plan under Medicare, Medicaid, CHIP or the Marketplace; 2. Enhancing the federal government's effectiveness in informing the Medicare, Medicaid, CHIP or Marketplace consumer, including the appropriate use of public-private partnerships; 3. Expanding outreach to vulnerable and under-served communities; 4. Assembling an information base of best practices for helping consumers evaluate health plan options and building a community infrastructure for information, counseling, and assistance. This panel typically holds 4 meetings per year. In FY 2024 we held three meetings with all of the meetings having 16-17 of 20 members participating.

What are the most significant program outcomes associated with this committee?

Checked if
Applies

Improvements to health or safety	<input checked="" type="checkbox"/>
Trust in government	<input checked="" type="checkbox"/>
Major policy changes	<input type="checkbox"/>
Advance in scientific research	<input type="checkbox"/>
Effective grant making	<input type="checkbox"/>
Improved service delivery	<input checked="" type="checkbox"/>
Increased customer satisfaction	<input checked="" type="checkbox"/>
Implementation of laws or regulatory requirements	<input checked="" type="checkbox"/>
Other	<input type="checkbox"/>

Outcome Comments

What are the cost savings associated with this committee?

Checked if Applies

None	<input type="checkbox"/>
Unable to Determine	<input checked="" type="checkbox"/>
Under \$100,000	<input type="checkbox"/>
\$100,000 - \$500,000	<input type="checkbox"/>
\$500,001 - \$1,000,000	<input type="checkbox"/>
\$1,000,001 - \$5,000,000	<input type="checkbox"/>
\$5,000,001 - \$10,000,000	<input type="checkbox"/>
Over \$10,000,000	<input type="checkbox"/>
Cost Savings Other	<input type="checkbox"/>

Cost Savings Comments

We are unable to determine cost savings as a result of the panel's recommendations. The panel's recommendations help to enhance effective national Medicare, Medicaid, CHIP and Health Insurance Marketplace programs as well as other legislation and programs being implemented by CMS.

What is the approximate Number of recommendations produced by this committee for the life of the committee?

1,833

Number of Recommendations Comments

In FY 2024 there was one virtual meeting and two in-person meetings with 36

recommendations total. Thirty-two of the recommendations were accepted.

What is the approximate Percentage of these recommendations that have been or will be Fully implemented by the agency?

90%

% of Recommendations Fully Implemented Comments

CMS has either already implemented or is in the planning stages of implementing 90% of the recommendations provided by the APOE.

What is the approximate Percentage of these recommendations that have been or will be Partially implemented by the agency?

9%

% of Recommendations Partially Implemented Comments

Although the majority of recommendations have been accepted by CMS, some will take time to be fully planned and implemented as tools, publications, and content are enhanced and developed.

Does the agency provide the committee with feedback regarding actions taken to implement recommendations or advice offered?

Yes ☒ No ☐ Not Applicable ☐

Agency Feedback Comments

The public can find information on the committee website,
<https://www.cms.gov/Regulations-and-Guidance/Guidance/FACA/APOE>.

What other actions has the agency taken as a result of the committee's advice or recommendation?

Checked if Applies

Reorganized Priorities	<input checked="" type="checkbox"/>
Reallocated resources	<input checked="" type="checkbox"/>
Issued new regulation	<input type="checkbox"/>
Proposed legislation	<input type="checkbox"/>
Approved grants or other payments	<input type="checkbox"/>
Other	<input type="checkbox"/>

Action Comments

NA

Is the Committee engaged in the review of applications for grants?

No

Grant Review Comments

NA

How is access provided to the information for the Committee's documentation?

Checked if Applies

Contact DFO	<input checked="" type="checkbox"/>
Online Agency Web Site	<input checked="" type="checkbox"/>
Online Committee Web Site	<input checked="" type="checkbox"/>
Online GSA FACA Web Site	<input checked="" type="checkbox"/>
Publications	<input checked="" type="checkbox"/>
Other	<input type="checkbox"/>

Access Comments

N/A