

2023 Current Fiscal Year Report: Advisory Panel on Outreach and Education

Report Run Date: 03/29/2024 06:40:46 AM

1. Department or Agency

Department of Health and Human Services

2. Fiscal Year

2023

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

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 Continuing

14. Committee Type

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

4 17b. Closed 0 17c. Partially Closed 0 Other Activities 0 17d. Total 4

Meetings and Dates

Purpose

Start

End

Presentations were provided on the Medicare Part B Immunosuppressant Drug Benefit, and the IRA implementation: Stakeholder Engagement and Education. 02/09/2023 - 02/09/2023

APOE panel members provided recommendations on these topics.

Presentations were provided on the Medicare Diabetes Prevention Program; the National CLAS Standards; Postpartum care; and Medicaid and CHIP Redeterminations and Renewals. APOE panel members made recommendations on these topics. 04/20/2023 - 04/20/2023

Presentations were provided on the CMMI Value-Based webpage and resources, and the Medicare Low-Income Subsidy. APOE panel members provided recommendations on these topics. 06/22/2023 - 06/22/2023

Presentations were provided on health equity, race and ethnicity data collection, behavioral health and telehealth, and the national caregiver strategy. APOE panel members provided recommendations on these topics. 09/21/2023 - 09/21/2023

Number of Committee Meetings Listed: 4

| | Current FY | Next FY |
|---------------------------------------|-------------------|----------------|
| 18a(1). Personnel | | |
| Pmts to Non-Federal Members | \$6,500.00 | \$5,500.00 |
| 18a(2). Personnel | | |
| Pmts to Federal Members | \$0.00 | \$0.00 |
| 18a(3). Personnel | | |
| Pmts to Federal Staff | \$171,096.00 | \$190,000.00 |
| 18a(4). Personnel | | |
| Pmts to Non-Member Consultants | \$0.00 | \$0.00 |
| 18b(1). Travel and Per | | |
| Diem to Non-Federal Members | \$9,540.43 | \$10,500.00 |
| 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 | \$0.00 | \$0.00 |
| Consultants | | |
| 18c. Other(rents,user | | |
| charges, graphics, | \$36,408.23 | \$40,000.00 |
| printing, mail, etc.) | | |
| 18d. Total | \$223,544.66 | \$246,000.00 |
| 19. Federal Staff | | |
| Support Years (FTE) | 1.10 | 1.10 |

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 four times in FY2023. 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; 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+Choice 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

Lisa Carr Senior Advisor

| Committee Members | Start | End | Occupation | Member Designation |
|--------------------------|--------------|------------|-----------------------------------|--|
| Balk, Mitchell | 06/22/2023 | 06/22/2025 | The Mt. Sinai Health Foundation | Special Government Employee (SGE) Member |
| | | | | Special Government Employee (SGE) Member |
| Campbell, Paula | 09/09/2023 | 09/09/2025 | Illinois Primary Care Association | Special Government Employee (SGE) Member |
| | | | | Special Government Employee (SGE) Member |
| Carter, Julie | 06/01/2019 | 06/01/2023 | Medicare Rights Center | Special Government Employee (SGE) Member |
| | | | | Special Government Employee (SGE) Member |
| Ferguson, Scott | 06/01/2019 | 06/01/2023 | Scott Ferguson Psychotherapy | Special Government Employee (SGE) Member |
| | | | | Special Government Employee (SGE) Member |
| Goode, Jean-Venable | 06/01/2019 | 06/01/2023 | Scott Ferguson Psychotherapy | Special Government Employee (SGE) Member |
| | | | | Special Government Employee (SGE) Member |

| | | | | |
|-----------------|------------|------------|--|--|
| Haynes, Andrea | 09/09/2023 | 09/09/2025 | PCC Austin Family Health Center | Special Government Employee (SGE) Member |
| Henson, Ted | 09/08/2019 | 09/08/2023 | National Association of Community Health Centers | Special Government Employee (SGE) Member |
| Ilardo, Joan | 09/08/2019 | 09/08/2023 | Michigan State University | Special Government Employee (SGE) Member |
| Isaac, Lydia | 09/15/2022 | 09/15/2024 | National Urban League | Special Government Employee (SGE) Member |
| Keys, Vacheria | 06/22/2023 | 06/22/2025 | National Association of Community Health Centers | Special Government Employee (SGE) Member |
| Kim, Daisy | 04/07/2022 | 04/07/2024 | The University of California | 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 |
| Lattimer, Cheri | 06/01/2019 | 06/01/2023 | National Transitions of Care Coalition | Special Government Employee (SGE) Member |
| Loubier, Erin | 09/15/2022 | 09/15/2024 | Whitman-Walker Health | Special Government Employee (SGE) Member |
| Martin, Alister | 06/22/2023 | 06/22/2025 | Massachusetts General Hospital | Special Government Employee (SGE) Member |
| McMahon, Cori | 09/08/2019 | 09/08/2023 | Cooper University Health Care | Special Government Employee (SGE) Member |

| | | | | |
|-------------------|------------|------------|--|--|
| Meade, Alan | 09/08/2021 | 09/08/2023 | Holston Medical Group | Special Government Employee (SGE) Member |
| Meltzer, Neil | 02/02/2022 | 02/02/2024 | LifeBridge Health | Special Government Employee (SGE) Member |
| Minor, Michael | 06/01/2019 | 06/01/2023 | National Baptist Convention USA, Inc. | 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 |
| Ragland, Jina | 11/23/2021 | 11/23/2023 | AARP Nebraska | Special Government Employee (SGE) Member |
| Reed, Morgan | 09/08/2021 | 09/08/2023 | The App Association | Special Government Employee (SGE) Member |
| Rogers, Carrie | 06/23/2022 | 06/23/2024 | Community Catalyst | Special Government Employee (SGE) Member |
| Sandiego, Tricia | 09/09/2023 | 09/09/2025 | AARP | Special Government Employee (SGE) Member |
| Savoy, Margot | 06/01/2019 | 06/01/2023 | American Academy of Family Physicians | 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 |
| Schwartz, Allyson | 06/01/2019 | 06/01/2023 | FTI Consulting | Special Government Employee (SGE) Member |
| Snider, Matthew | 04/22/2022 | 04/22/2024 | 340B Health | 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 |
| Whitaker, Tia | 06/01/2019 | 06/01/2023 | Pennsylvania Association of Community Health Centers | Special Government Employee (SGE) Member |

Number of Committee Members Listed: 33

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 an 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 2023 we held four meetings with most of the meetings having a full panel of 16 to 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

☐

Over \$10,000,000

☐

Cost Savings Other

☐

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?

1,797

Number of Recommendations Comments

In FY 2023 there were two virtual meetings and two in-person meetings with 37 recommendations total. Thirty-three 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