



Instructions for Notifying Medicare Beneficiaries and the Media About CPC+

Introduction

As part of your practice's participation in Comprehensive Primary Care Plus (CPC+), you are required to notify Medicare fee-for-service (FFS) beneficiaries attributed to your practice of (1) your practice's participation in CPC+ and (2) Medicare's intention to share personally identifiable information (PII) from Medicare claims with your practice. Your practice may also have an interest in providing other CPC+-related information to your patients or promoting your participation in CPC+ in general. This document outlines instructions for CPC+ practice communications with Medicare FFS beneficiaries and the media regarding CPC+.

NOTE: These are Centers for Medicare & Medicaid Services (CMS) instructions and apply only to communications with Medicare FFS beneficiaries and the media. Other payer partners participating in CPC+ may have their own instructions regarding communications with their enrollees and the media.

Notification Template

Attached to these instructions, CMS has provided your practice with a notification template to post in your waiting room or include on your practice website or patient portal. This notification serves to inform your beneficiaries of (1) your participation in CPC+ and (2) Medicare's intention to share PII from Medicare. CMS expects your practice will follow this template verbatim, using your practice's letterhead. Changes to the template are only permissible to provide the beneficiary with clearer directions on how to contact your practice (e.g., phone numbers, hours of operation, websites).

Under CPC+, Medicare FFS beneficiaries may choose to "opt out" of having PII from Medicare claims shared with CPC+ practices. CMS requires that participating practices record these opt-out requests and transmit them to CMS. Beneficiaries may also express these preferences to Medicare directly by calling 1-800-MEDICARE.

Further Beneficiary Communications

CMS recognizes that practices participating in CPC+ may choose to develop additional communications to beneficiaries regarding their participation in CPC+.

CMS has provided your practice with instructions outlining acceptable practices for any additional CPC+ communications. Your practice should adhere to these guidelines in any

materials you produce for beneficiaries that discuss CPC+. These materials include content for any websites your organization develops with the intention of educating beneficiaries.

Information that Must Be Included

Beneficiaries with questions about CPC+ can contact:

- 1-800-MEDICARE
- Your practice or a physician or primary care provider in your practice. Your practice should provide all contact information needed to contact said providers.

Prohibited Information and Language

These materials may NOT include:

- Language suggesting that beneficiaries are required to continue seeing providers at the practice, or are in any way prohibited from seeing other primary care providers.
- Language suggesting that beneficiaries enroll in CPC+. Language should be clear that it is the provider, rather than the beneficiary, who has chosen to participate in CPC+.
- Language suggesting CMS endorses your practice over any other.

| Terminology to Avoid | Suggested Alternative |
|---|---|
| Beneficiaries “enroll”/beneficiary “enrollment” | Practitioners and practices “participate” |
| “You have been selected to participate” | “Your practitioner has chosen to participate” |
| “Suffer from” diabetes or other disease | “Live with” diabetes or other disease |

Guidelines for Other Communications about CPC+

CMS is following a “file and use” policy for any additional materials your practice may produce to educate Medicare beneficiaries about CPC+. We ask that before your practice sends these materials to Medicare FFS beneficiaries, or makes them in any way public, you send them to CPC+ Support at CPCPlus@telligen.com.

If you do not receive any feedback on these materials within seven business days, your practice is free to use the additional communication materials.

Communicating with Media

Announcement of Participation

CMS has prepared a press release template, also attached to this email and included in the beneficiary notification packet, for your practice to announce your participation in CPC+. Your practice is free to use this template if sending a press release announcing your participation in CPC+. Please do not release this announcement to media until January 1, 2017, or later.

Future Press Releases/Written Announcements

CMS asks that your practice follow an approval process for additional and supplemental written announcements with the media, including press releases. Through this approval process, CMS will work to ensure that the national media are provided with consistent information about CPC+.

To submit a written announcement for approval, send the press release to CPC+ Support at CPCPlus@telligen.com. CPC+ Support will forward your announcement to CMS for review.

If CMS does not provide feedback within seven business days, your practice is free to use the press release.

Other Media Relations

CPC+ practices are welcome to reach out to the media or respond to individual inquiries as desired. In instances that do not involve a formal written announcement (e.g., a press release), you do not need to secure CMS approval; however, we appreciate advance notice of expected media stories and can provide guidance when requested.