

CMS SMP LIAISONS

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CMS LIAISONS

- Each Regional Office (RO) has Liaison(s)
 - Varies by RO: from 1 Liaison for each State or Territory to 1 Liaison for all States in Region
- Also 3 National Liaisons:
 - Consortium for Medicare Health Plans Operations (CMHPO) Associate Regional Administrator/Chair, Marketing and Surveillance Business Function Committee
 - Division of Surveillance Compliance and Marketing staff
 - CMHPO RO I Liaison

THE BEGINNING

- Partnership established by the Director of the Medicare Health Plan Contract Administration Group and the Consortium for Medicare Health Plans Administrator
- Regional Office Department of Insurance (DOI) Liaisons became SMPs' primary points of contact for marketing complaints in 2010 upon CMS ending integrity contract for marketing misrepresentation and agent/broker issues
- Notification establishing relationship communicated to National Association of Insurance Commissioners Task Forces, SMPs and SHIPs

MARKETING COMPLAINTS

- The Liaison is tasked with receiving marketing complaints and potential fraud referrals/complaints from SMPs directly and following-up as appropriate.
- All complaints received from an SMP are to be acknowledged and responded to.
- Liaisons ensure the complaint is entered into the portal for tracking health plan complaints – the Complaint Tracking Module (CTM)
- Liaisons are to route complaints appropriately and coordinate with necessary CMS staff.

MARKETING COMPLAINTS

- Liaisons should make sure the complaint is appropriately assigned and resolved in accordance with the CMHPO Casework Management Protocol and local casework handling procedures
- Liaisons should notify the SMP when a resolution is achieved.
- Time sensitive and egregious allegations from the SMP should also immediately be brought to the attention of the Lead Region Caseworker and/or the Account Manager, together with a member of the CMHPO Surveillance Committee

GROWING OUR PARTNERSHIP

- CMS places a tremendous value on its relationships with SMPs and seeks to create an environment where our shared objective, protecting Medicare beneficiaries, is accomplished through teamwork
- Liaisons play an integral role in creating, maintaining, and enhancing those relationships.
- In addition to the handling of SMP complaints, Liaisons are encouraged to proactively engage with SMPs and share relevant program information, changes, and Medicare updates

REGIONAL OFFICE COLLABORATIONS WITH SMPS

- Liaisons host meetings at least on quarterly basis with SMPs in their Regional Office, although more or less frequent meetings may be adopted depending on the level of SMP interest. Topics may include:
 - Medicare training and briefings
 - identifying potential violations of the CMS rules
 - assessing on a regular basis about fraud allegations and other issues SMPs received that could alert CMS of potential fraud activities towards our beneficiaries.

CHICAGO REGIONAL OFFICE AND SMPS

Topics in monthly calls with all 6 SMPs have included:

- New Medicare Card program
- Medicare Advantage application cycle,
- How the CTM process flows from 800-Medicare
- How the Regional Office is structured
- Other staff experts on hot topics

Liaisons also triage for the SMP questions that may require referral.

BOSTON SMP MEETINGS

- We hosted calls with the head of each Division in the Regional Office explaining their function:
 - Division for Quality Improvement
 - Division of Medicaid and Children's Health Operations
 - Division for Financial Management and Fee for Service Operations

We also had the HHS Office for Civil Rights present on HIPAA and how to file a HIPAA complaint

CMS NATIONAL LIAISONS

- Technical assistance to SMP Resource Center
 - Webinars
 - Updates to Medicare Marketing Guidelines
 - Identifying Circumstances When a Beneficiary May Want to Share Personal Information
 - Articles for SMP Newsletter
 - Provide contact information updates

ONGOING COMMUNICATIONS

Internally:

Portal site

Distribution List

Office Monthly calls with all Regional Office Liaisons and Central

NEW MEDICARE CARD

- Communications Plan to Work Closely with SMPs to:
 - promote prevention of fraud and identity theft and protect federal taxpayer dollars via various educational resources.
 - increase awareness among SMPs and the beneficiaries they serve in each State and Territories about CMS's new Medicare card and its impact on beneficiaries
 - promote CMS's resources available to the SMPs in each State and Territory where they can find information and ask questions including but not limited to: CMS website, Medicare.gov, CMS YouTube channel, Social Media, others.

REGIONAL OFFICE NEW MEDICARE CARD ACTIVITIES

- Environmental scanning for potential fraud
 - Surrounding the time of card mailings in their Region, some ROs increased SMP calls to weekly with focus on New Card
- Webinars/Train the Trainer.
- Informative conference calls.
- In-person outreach activities when possible.
- Ongoing Liaison assistance.

NATIONAL COORDINATION NEW MEDICARE CARD

- Participate in biweekly New Medicare Card Calls with all involved
- Participate in monthly CMS Office of Communications (OC) Fraud Prevention and Awareness Meetings with CMS Center for Program Integrity, SHIP Liaison, ACL and OIG
- Scam allegations shared widely with other SMP Liaisons to share with their SMPs and shared with OC to share with our fraud prevention partners
- When call increase from tracking 1-800-MEDICARE “suspicious calls” related to new Medicare card warranted additional CMS outreach to help protect beneficiaries from scams before new card mailings begin in those areas Liaisons pushed out “scam alert” materials, including drop-in articles and live-read PSAs to SMPs and other partners

MASSACHUSETTS SMP NEW MEDICARE CARD

- MA SMP and MA SHIP spearheaded a public awareness campaign about the new Medicare cards and the important role beneficiaries have in protecting against Medical Identity Theft.
- SMP Press Releases disseminated by PR Newswire
- MA SMP Program distributed 45,000 placemats informing beneficiaries of the issuance of new cards,
 - placemats were also translated into Chinese by Greater Boston Chinese Golden Age Center, an SMP partner and SHIP Program.
 - placemat is also being distributed to Spanish and Vietnamese speaking elders.
- Planning a Shredding Event in October, as the new Medicare cards should have been received by all Massachusetts beneficiaries.

OTHER NOTABLE COLLABORATIONS

- RO I Liaison and Financial Management and Fee for Service Operations representative serve on the MA SMP Program Advisory Committee
- RO I Liaison on Maine SMP Advisory Group/ Maine Medicare Workgroup
- RO III Liaison hosted weekly calls with the New Medicare Card Point of Contact and the SMPs prior to and through “Wave I” card mailings
- RO IV hosted SMPs attending this conference for a meeting at the Regional Office this morning!
- Connecticut and Maine SMP input included in revisions to “Helping people with Medicare Part C & Part D understand their “Explanation of Benefits” (EOB)

SMP LIAISON ALSO DOI LIAISON

BACKGROUND

42 U.S.C.A. § 1385w-26(b)(3) preempted state laws and regulations: *To the extent inconsistent with federal enactments*

42 U.S.C.A. § 1395w-26(b)(3) Section 232 "Avoiding Duplicative State Regulation"

42 CFR 422.402 preempts any State laws, regulations, contract requirements, or other standards with the exception of licensing laws and regulations relating to plan solvency.

MEMORANDUMS OF UNDERSTANDING

- MOUs signed by each state to “promote cooperation, supervisory coordination, and the sharing of information between CMS and the DOI” concerning C/D programs
- Agree to share confidential information and non-confidential information concerning the conduct of companies and persons engaged in MA and Part D as it relates to the Agencies’ regulatory responsibilities
- To only use information received under this MOU for purposes relevant to the regulation of regulated entities or persons.
- Agency discretion to release information to requesting agency