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MEMORANDUM

February 1, 2013

TO: Tribal Health Clients

FROM: Hobbs, Straus, Dean & Walker LLP

Re: *CMS "Money Follows The Person" Webinar Scheduled; HHS Schedules Tribal Budget Consultations; CMS Holds "Partnership/Stakeholder" Call on New Outreach Efforts*

CMS "Money Follows the Person" Tribal Initiative Webinar

CMS has scheduled a webinar on February 6, 2013 to review the Money Follows the Person (MFP) Tribal Initiative request. Under the Tribal Initiative, states that are MFP grantees may submit a supplemental budget request in order to partner with tribes to provide long-term services and supports (LTSS) programs to American Indians and Alaska Natives. Please see the attached flyer for more information about the webinar.

HHS Schedules Tribal Budget Consultations

The Department of Health and Human Services (HHS) has released the dates and locations for the Annual Tribal Budget Consultation (ATBC) and Annual Regional Tribal Consultations (RTC). The ATBC will be held from March 6-8, 2013 in the Great Hall of the Hubert H. Humphrey Building at 200 Independence Ave., SW, Washington DC. There is also an opportunity to schedule individual consultations during the session. Planning calls for this event are scheduled to begin as early as *January 30 at 3:00 pm EST*. Further details on the planning calls and an invitation to attend the ATBC are attached. In addition to the ATBC, HHS will host RTCs across the country to discuss programmatic issues and overall concerns with tribes. Additional details on the RTCs are attached. The dates and locations for the RTCs are as follows:

- *February 6-7, 2013* Arlington, VA (Region 1, 2, 4, and 6)
- *March 26 – 28, 2013* Phoenix, AZ (Region 9)
- *April 2 – 4, 2013* Denver, CO (Region 7 & 8)
- *April 10 – 12, 2013* Tulsa, OK (Region 6 and 7)

- *April 22 -24, 2013* Minneapolis, MN (Region 5)
- *May 14 – 16, 2013* Seattle, WA (Region 10)
- *Date TBD, 2013* Navajo Area

CMS Holds "Partnership/Stakeholder" Call on New Outreach Efforts

On January 24, 2013, the Centers for Medicare and Medicaid Services (CMS) held a conference call to introduce the new features on Healthcare.gov as well as their newest outreach campaigns.

Healthcare.gov. Healthcare.gov has been redesigned with fewer tabs. CMS explained that each tab is now "marketplace focused" with the intent of explaining how the Affordable Care Act applies to individuals and explaining how individuals can access their (state specific) health insurance marketplace in 2014. Also on the website, one can sign up to receive personalized (state specific) email or text updates as additional information on the implementation of the marketplaces becomes available. Finally, on every page the site includes a box to input feedback on how helpful the site has been and what can be improved. CMS explained that with this feedback, they intend to create ongoing, iterative updates to the site to improve user experience.

Targeted Outreach. CMS reported that they have begun a social media campaign targeted towards young, healthy adults living in states which will be served by the *federally* run exchanges (as opposed to states which will set up their own exchanges). (There will be other micro-targeted campaigns designed for different patient groups like Medicaid eligible adults, etc.) In addition to this social media campaign, CMS reported that they have developed a new mobile-based site for those adults who primarily use a smart phone to access the internet. CMS also reported that they are releasing a number of short, PDF-format brochures in multiple languages that have been created to increase younger adults' health insurance literacy. Links to these brochures, the Healthcare.gov site and the Healthcare.gov mobile site can be shared and added to the websites of independent "stakeholder or partner" organizations.

Partners and Stakeholders. CMS reported that they are actively reaching out to healthcare providers, healthcare advocacy organizations and "organizations that have a trusted place in their communities" and can help "get the word out" about the new health insurance marketplaces. CMS explained that they have created a Resources Toolkit that includes items like drop-in articles, a website embeddable widget, and talking points and messaging strategies designed to reach out to different patient groups. <http://www.cms.gov/Outreach-and-Education/Outreach/HIMarketplace/index.html> In addition, CMS said that these partners and stakeholders can email partnership@cms.hhs.gov to sign up to receive updates and to be put in contact with someone from the Department of Health and Human Services who can answer their

questions and assist them with messaging about the marketplaces to their individual networks.

Conclusion

If you would like any assistance or further information regarding the topics discussed in this memorandum, please contact Elliott Milhollin at (202)822-8282 or emilhollin@hobbsstrauss.com or Geoff Strommer at (503)242-1745 or gstrommer@hobbsstrauss.com.