



J4 Segment 3 Oklahoma and New Mexico Part B Communications Plan

The following is the Communications Plan for J4 Segment 3, Oklahoma and New Mexico Part B implementation. TrailBlazer Health Enterprises, LLC (TrailBlazer), as the J4 Medicare Administrative Contractor (MAC), will work with the various Stakeholders (SHs) described throughout this plan, including the Outgoing Contractor (OGC), Pinnacle Business Solutions, Inc. (PBSI), to provide a comprehensive plan for disseminating timely pertinent information about the J4 implementation. TrailBlazer will utilize input from both a Customer Service/Communications/Redeterminations workgroup as well as a TrailBlazer Consulting Team (TCT). The workgroup will be comprised of representatives from the Centers for Medicare & Medicaid Services (CMS), Chickasaw Nation Industries (CNI), the OGC and other implementation partners. The TCT will be comprised of representatives from various provider groups and associations, congressional offices, beneficiary organizations, CMS, OGC and the MAC medical director. By including the members of both groups in the planning, discussing and reviewing of the communication activities and publications, providers and beneficiaries can expect to have up-to-date relevant information during the implementation period and when they begin working with TrailBlazer as their new contractor after the implementation.

The sections below provide the details of this comprehensive plan. The proposed dates are based on having a confirmed schedule from CMS by November 21, 2007.

Section I – Public Announcement

Stakeholders – All J4 stakeholders

Implementation Impact on Stakeholders – Beneficiaries and providers may have concerns about changing Medicare contractors. They may want to know who the new contractor is and how the change will affect them.

Description – Upon contract award, a public announcement was released to the relevant media organizations within J4 to help alleviate concerns from Medicare beneficiaries and other stakeholders regarding the adjudication of their claims. This general announcement about the MAC award to TrailBlazer will be followed by a more detailed press release for each segment’s implementation. The anticipated results would be fewer inquiries to CMS and the OGC about who would be handling their Medicare claims, when the implementation would take place, and what, if anything, would be changing for them.

Section II – Congressional Contact

Stakeholders – U.S. senators and representatives and their staffs, providers, beneficiaries, CMS, OGC, MAC

Implementation Impact on Stakeholders – Congressional offices, both in Washington, DC, and local state offices may receive inquiries from their constituents about the J4 implementation, and these offices would need to have information they could provide.

Description – As the MAC, TrailBlazer will create a two-way informational network with the J4 congressional representatives. We will send a letter of introduction to the J4 senators and representatives and their District of Columbia-based and local state and district staffs to acquaint them with TrailBlazer. We will provide them the segment implementation plans and send any updates, when available, and invite them to register for TrailBlazer J4 Implementation listservs. The anticipated results are that congressional offices will know who TrailBlazer is and have a comfortable level of knowledge of the implementation plans in their state and district so they can assist their constituents.

Section III – State and Local Government

Stakeholders – State and local government officials, providers, beneficiaries, CMS, OGC, MAC

Implementation Impact on Stakeholders – State and local government offices may receive inquiries about the J4 implementation, and these offices would need to have information they could provide.

Description – TrailBlazer will create a two-way informational network with the J4 state and local government officials. We will send a letter of introduction to the governors, state insurance and health cabinet or department officials in the J4 states to acquaint them with TrailBlazer. We will provide them the implementation plans and send any updates, when available, and invite them to register for TrailBlazer J4 Implementation listservs. The anticipated results are that state and local government offices will know who TrailBlazer is and have a comfortable level of knowledge of the implementation plans in their state so that they can respond to inquiries if necessary.

Section IV – Professional Organization Contact

Stakeholders – State medical associations, societies, and provider groups, CMS, OGC, MAC

Implementation Impact on Stakeholders – State associations, societies, and other key provider groups need to be kept informed of the J4 MAC implementation and any impact to their members so they can disseminate this information to them in a timely manner.

Description – Upon contract award, TrailBlazer, as the J4 MAC, will coordinate with the outgoing contractor to identify key contacts at provider organizations and gain an understanding of existing interface programs with these organizations and medical societies. We will make immediate contact with these organizations through letters of introduction from our medical director. Additional contact will be made through previously scheduled regular meetings and new meetings and communication focused on the implementation. TrailBlazer's medical staff will make personal contact with the key players in these organizations through either telephone or face-to-face meetings. In addition, they will attend the Provider Outreach and Education (POE) Advisory Group and the Carrier Advisory Committee (CAC) meetings as often as needed to further disseminate implementation information and gain feedback and suggestions from these provider organizations.

Written communications will also be used to inform these organizations. Throughout the implementation, we will request placement of articles and announcements in the various provider organizations' or medical associations' publications and Web sites. In addition, TrailBlazer will provide monthly status bulletins and newsletters to the major provider associations detailing the status of the implementation and policy issues that may affect providers.

By providing communication to and gaining the support of the various professional organizations in the jurisdiction, the anticipated results will be a successful partnership that will benefit these organizations and their members. This partnership will allow TrailBlazer to gain feedback and suggestions from these provider organizations that will be used to create effective provider education programs.

Section V – Provider Contact

Stakeholders – All J4 providers, professional organizations/associations, CMS, OGC, MAC

Implementation Impact on Stakeholders – All stakeholders must be kept abreast of all implementation activities to ensure a successful implementation without disruption of services to providers or beneficiaries.

Description – Because the J4 multiple state/OGC segment implementation time frames are tight and no major system changes are involved that require major retraining, TrailBlazer proposed an implementation plan that will focus on the primary J4 implementation goal of ensuring this is as seamless as possible and provides no disruption of service to beneficiaries and providers. Outreach challenges direct us toward educational initiatives that revolve predominantly around self-service technology, Internet outreach and electronic communications.

While we agree that nothing replaces face-to-face contact with our provider community, and we all feel strongly about beginning seminars and other local contact opportunities as soon as possible, we believe the best short-term success can be achieved through the following implementation provider outreach activities:

Individual Provider Implementation Contacts

Upon CMS approval, TrailBlazer will provide the implementation schedule on the TrailBlazer Web site and encourage providers to sign up for the TrailBlazer listserv. We will also obtain the listservs from the outgoing contractors. We will establish a special toll-free provider information line that offers updated messages as they become available. We will keep providers apprised of the status of the implementation progress and of any policy or coverage modifications and information on the consolidation of Local Coverage Determinations (LCDs), reason codes, Electronic Data Interchange (EDI) issues, etc. Thirty days prior to segment cutover, TrailBlazer will send a special cutover reminder to all providers with payment procedures, dark days and other changes.

TrailBlazer Consulting Teams

A Part B-specific TCT will be formed as an advisory group that will ensure our communications and outreach are effective and attuned to the characteristics of each segment, including provider specialty education. These teams will include representatives from CMS, the outgoing contractor, regional and area medical societies, national and regional provider organizations, beneficiary organizations, congressional staff, and involved

TrailBlazer staff, as well as the Contractor Medical Director (CMD), to ensure specific needs are being addressed. Separate TCTs for Part A and Part B will be established and continue to function until one month after the jurisdiction implementation is completed.

Implementation Communication Tools

TrailBlazer will share implementation activity information with providers and other stakeholders by offering frequently updated messages on a toll-free implementation information line. We will also offer a special J4 e-mail address to encourage providers to submit implementation and training inquiries and post responses to the most frequently asked questions to the J4 MAC-specific Web pages. These Web pages will contain the latest implementation activities, schedules and offer educational opportunities/registration. We will encourage all interested parties to register for special J4 MAC implementation publications by visiting the current TrailBlazer Web site, which will offer a highly visible J4 link with segment-specific Web pages.

Listserv Distributions

We will maintain both jurisdiction- and segment-specific electronic mailing lists that will allow us to share information and issues of a general nature, as well as segment-specific details. Through these listservs, we will also target provider specialty types with topic-driven issues and Frequently Asked Questions (FAQs). We will obtain listserv membership information from the OGCs and proactively solicit new members in the jurisdiction through advertisement on our Web site and the OGC listservs. We will ensure providers have convenient and user-friendly methods to subscribe and unsubscribe in each individual listserv. These listservs will accommodate all providers served and be used to notify registrants of important, time-sensitive Medicare and implementation-related information, FAQs, and available educational materials and outreach opportunities.

Article Development

TrailBlazer will develop segment-specific articles that relay timely relevant implementation and progress reports and request OGC publication via listserv and newsletter distribution, including OGC links to the TrailBlazer J4 Web site. We believe the OGC is our best provider outreach partner in the short term due to the level of trust and partnership built over the years of support. Extensive and ongoing OGC communications/outreach support is vital to the success of the implementation.

Welcome To TrailBlazer

A PowerPoint presentation will be designed as an introduction to TrailBlazer. This tool will provide TrailBlazer history, current activities and our strong commitment to the Medicare program.

Section VI – Provider Workshops and Seminars

Stakeholders – All J4 providers, professional organizations/associations, CMS, OGC, MAC

Implementation Impact on Stakeholders – All stakeholders must be kept abreast of all implementation activities to ensure a successful implementation without disruption of services to providers or beneficiaries.

Description – In lieu of intense event planning, preparation, facility scheduling and travel, which expend valuable labor resources, dollars and time commitment of our key subject-matter experts and outreach leaders, Customer Service and Education staff members will commit to fully supporting the outreach and education needs of the various J4 workgroups, such as Provider Enrollment, Claims, EDI, Redeterminations/Appeals, Medical Review/Data Analysis, LCDs, etc. We believe the best short-term success can be achieved through the following activities:

'Talk to TrailBlazer' Teleconferences

During the segment implementation, “Talk to TrailBlazer” Teleconferences (TTTs) will be utilized frequently to ensure lines of communication between the contractor and provider communities are open as early as possible and remain open to clearly address implementation issues/differences, concerns and frequently asked questions and resolutions in the most effective, timely manner.

Local Coverage Determinations

Education on new, consolidated or significantly revised LCDs will be a critical education priority in the implementation of the J4 workloads. TrailBlazer will provide multiple tools to aid in this specialized education and outreach including, but not limited to, J4 specific LCD Web site pages and LCD-specific teleconferences, bulletins and listservs. We will incorporate LCD education and outreach into every J4 communication and training session, as well as utilize Web-based training sessions.

Electronic Claims Submission

Specialized electronic claims submission information and outreach are critical to provider education and satisfaction in any implementation of contractor workload. We will supplement in-house and online electronic billing training with Web site and listserv publications on any new jurisdiction-specific EDI processes or technology to ensure providers have early connectivity details. Providers will receive hands-on information regarding the techniques of claims entry, inquiry and error correction using the Direct Data Entry (DDE) online billing system. Training sessions will include instruction on the advantages of billing electronically versus paper, Return to Provider (RTP) claims correction, adjustments, and inquiry processes to obtain claim status and access to various reports. Providers will be given multiple opportunities to attend Web-based sessions and encouraged to utilize Computer-Based Training (CBT) modules and other tools of convenience to ensure they are ready to bill electronically upon cutover. Providers will be encouraged to use TrailBlazer’s “early boarding” process to learn and become familiar with the front-end DDE and therefore have a seamless transition for their electronic claims submission at cutover.

Section VII – Beneficiary Communication

Stakeholders – Beneficiaries, beneficiary organizations and advocacy groups, Beneficiary Contact Center (BCC), CMS, MAC

Implementation Impact on Stakeholders – Beneficiaries and their organizations will want to know what impact the change in Medicare contractor will have on them and the processing of their claims.

Description – TrailBlazer believes we will have limited direct contact with beneficiaries as most communication with beneficiaries is handled by the BCC. The BCC will be invited to participate in both jurisdiction and segment meetings to provide input. Pertinent information about the implementation schedule, who TrailBlazer is, and contact information will be sent to beneficiary associations and groups, affected SSA district and local offices, state and local government agencies dealing with the aged, and senior citizen centers. Notices, bulletins and flyers prepared for SSA offices will be shared with the BCC to handle general calls regarding the implementation. TrailBlazer will meet with the BCC to establish protocols for transferring complex telephone inquiries and negotiate a Joint Operating Agreement (JOA).

Section VIII – Social Security Administration (SSA)

Stakeholders – SSA, beneficiaries, CMS, MAC

Implementation Impact on Stakeholders – Social Security Administration (SSA) offices receive inquiries from beneficiaries and their representatives about the processing of their Medicare claims. The staff in the SSA offices needs up-to-date information to provide the beneficiaries they serve.

Description – At the beginning of each segment's implementation, TrailBlazer will prepare notices, bulletins, flyers and posters to distribute to the various SSA offices throughout the state for the segment. These informational items will include TrailBlazer contact information and the effective date of the change from the outgoing contractor to the A/B MAC.

Section IX – Implementation Partners

Stakeholders – Enterprise Data Center (EDC), Fiscal Intermediary Shared System (FISS) maintainer, Multi-Carrier System (MCS) maintainer, Program Safeguard Contractor (PSC), BCC, Qualified Independent Contractor (QIC), Administrative QIC (AdQIC), Quality Improvement Organization (QIO), Medicare Secondary Payer Recovery Contractor (MSPRC), Coordination of Benefits Contractor (COBC), Appeals Support Contractor, CNI, CMS, OGC, MAC

Implementation Impact on Stakeholders – The implementation partners have a vested interest in the success of the J4 implementation. Communication with these partners is essential and ongoing.

Description – Immediately upon award, TrailBlazer will begin establishing communications with the implementation partners serving J4. Meetings will be held with each to discuss expectations, implementation issues, interface protocols and schedules. A *J4 MAC Implementation Partner Problem-Solving Guide* containing key contact information will also be shared to help resolve issues and concerns not addressed in group meetings. This guide will ensure open communications and aid stakeholders in obtaining direct access to valuable resources. Part A and Part B Customer Service/Communications/Redeterminations workgroups will be formed following the segments' kickoff meetings and will generally meet weekly to review ongoing customer service, communications and redeterminations activities throughout the J4 implementation.

Section X – Internal Communications

Stakeholders – CMS, MAC

Implementation Impact on Stakeholders – TrailBlazer staff needs to be kept informed of the status of the J4 implementation and any impact to them. Being informed helps motivate employees to keep up a high level of performance during a time of significant change.

Description – TrailBlazer utilizes many means of employee communication. For rapid dissemination of J4 implementation information, a TrailBlazer Communications Bulletin (TCB) can be sent as soon as needed. This announcement-type bulletin is e-mailed to all employees or a specified group such as management only or employees of a specific facility. This method will be used to provide important information that has to be disseminated quickly to our employees.

TrailBlazer's intranet site provides a front page headline article, *News to Use*, which is seen daily by all employees. This eye-catching forum is used to present information that is important and has a need to be read or seen for a period of time to remind employees of its content. We will use this forum to provide ongoing updates about the J4 implementation to our employees.

TrailBlazer’s employee newsletter, *eMix*, is another communication method we will use to provide implementation information. This newsletter is published on TrailBlazer’s intranet site once per quarter and will be used to provide our employees with a “big picture” overview of the J4 implementation schedule and highlights of relevant activities.

Section XI – Web Site

Stakeholders – All J4 providers, professional organizations/associations, CMS, OGC, MAC

Implementation Impact on Stakeholders – All stakeholders must be kept abreast of all implementation activities to ensure a successful implementation without disruption of services to providers or beneficiaries. Providers must have the resources and tools needed to ensure proper claim submission.

Description – The TrailBlazer Web site has been the primary mechanism for providing education to the many providers we serve. A J4 transition Web site has been created and will be developed to provide Part A and Part B segment-specific information as it becomes available. TrailBlazer understands the importance of maintaining a J4 Internet Web site that is dedicated to furnishing providers timely, accessible and understandable Medicare program information during J4 implementation. TrailBlazer will ensure the J4 sites contain timely, relevant and accurate information, links to popular items such as Calendar of Events, FAQs, LCDs, etc., as well as links to the CMS Web pages and other important information to assist providers.

TrailBlazer Web Site

The TrailBlazer and J4 Web sites incorporate the latest in Web design and technology. These sites feature an advanced search system that allows users to search by topic, subtopic, keyword, programs, areas of interest and dates. The sites will include the capability for providers to personalize individual profiles by program, interest and training options.

Navigating the TrailBlazer Web Site

The TrailBlazer Medicare Web site is a valuable resource for providers and will be an integral part of TrailBlazer’s outreach and education strategy during J4 implementation. Navigating through TrailBlazer’s Web site and quickly and easily locating information is a top priority. TrailBlazer will offer a live Web-based overview of its Web site. Participants will learn how to navigate the Web site and will receive an overview of many valuable resources available to the J4 providers.

Self-Service Technology

TrailBlazer is dedicated to providing outstanding service through self-service technology. We go to great lengths to ensure continuous improvements are made to enhance providers' experiences. We fully understand the importance of ongoing development of innovative, cost-effective Provider Self-Service (PSS) technology options and how those choices help providers receive needed information. TrailBlazer will aggressively develop and market self-service tools and provider job aids on all major training needs identified.

Section XII – Automated Response Unit (ARU)/Interactive Voice Response (IVR)

Stakeholders – All J4 providers, professional organizations/associations, CMS, MAC

Implementation Impact on Stakeholders – All stakeholders must be kept abreast of all implementation activities to ensure a successful implementation without disruption of services to providers or beneficiaries.

Description – TrailBlazer offers IVR system access that is available to providers 24 hours a day, seven days a week, with allowances for normal claims processing and system mainframe availability, as well as normal IVR and system maintenance. The IVR allows providers to quickly and easily access most Medicare information without speaking to a Customer Service Representative (CSR). To support usage, TrailBlazer provides a dedicated IVR Web page, which includes multiple IVR job aids to assist providers in utilizing this tool to obtain the information needed.

Section XIII – Cutover

Stakeholders – All J4 stakeholders

Implementation Impact on Stakeholders – Cutover is the most critical task in the project, and keeping the stakeholders informed of the cutover activities before, during and after cutover is very important to its success.

Description – Thirty days prior to segment cutover, TrailBlazer will send a special cutover reminder to all providers with payment procedures, dark days and other changes.