

2009 Medicare Managed Care Conference

Region II – New York

Medicare Beneficiary Ombudsman Presentation



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Agenda

- **Office of the Medicare Beneficiary Ombudsman (OMO)**
- **Ombudsman Webpage**
- **Tackling the Issues**
- **Making Recommendations to Congress**
- **Working with the SHIPs**
- **Proposed Topics for New SHIP Modules**





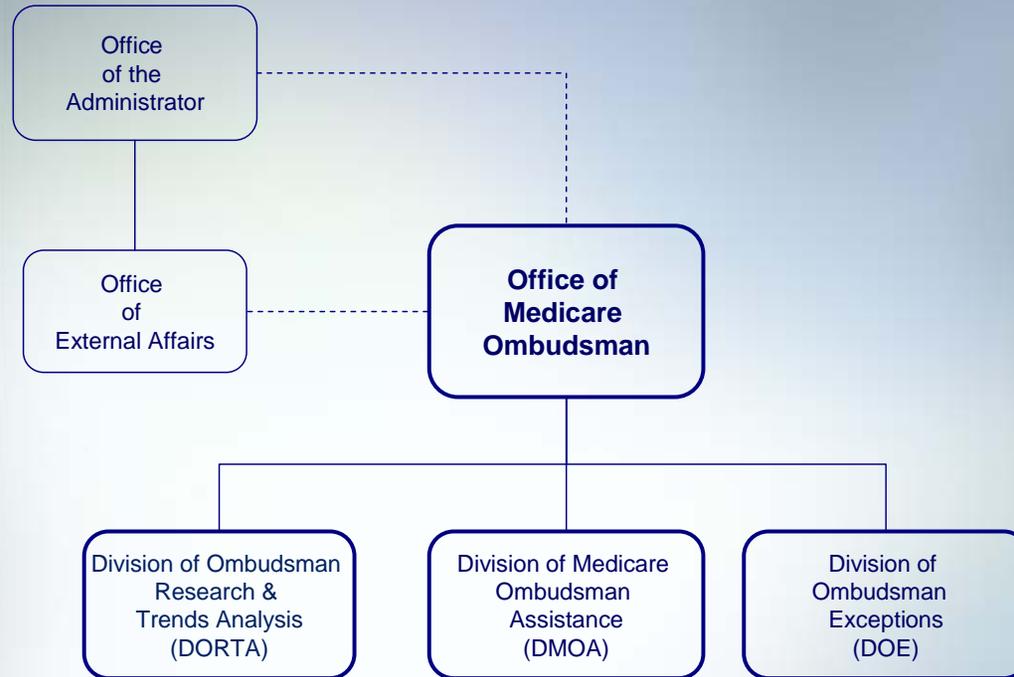
Office of the Medicare Beneficiary Ombudsman (OMO)



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OMO Organization





OMO Organization

Division of Ombudsman Research & Trends Analysis (DORTA)

- Performs trending and analysis of Medicare Program inquiry, complaint, and appeals data
- Conducts assessment of, tracks, and facilitates resolution of systemic Medicare Program issues that affect Medicare beneficiaries

Division of Medicare Ombudsman Assistance (DMOA)

- Manages and responds to beneficiary inquiries and complaints sent to CMS CO and to the Ombudsman
- Responsible for reporting trends in these inquiries and complaints





OMO Organization

Division of Ombudsman Exceptions (DOE)

- Works primarily with beneficiary systems by focusing on the integrity of data for Medicare Parts A and B
- Resolves data discrepancies related to the control, problem identification, and correction of Medicare enrollment, direct billing, third-party, Medicare Advantage, and Medicare Part D data and transaction exceptions
- Addition of DOE brings OMO beneficiary assistance functions full circle





Ombudsman Webpage



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Ombudsman Webpage

- Supports beneficiary access to Medicare program information and processes related to inquiries, complaints, grievances and appeals.
 - Medicare Advantage complaint process fact sheet
 - Beneficiary focused information on processes and frequently asked questions
 - Actionable links
 - Collaboration with subject matter experts across the Agency

<http://www.medicare.gov/Ombudsman/resources.asp>



Ombudsman Webpage

- Launched April 2008
- 114,000 hits to date
- Seeking new ways to heighten awareness
- Identified Google Alerts for: Medicare Ombudsman
- How To Complain—And Get Heard - Navigating the Health Care System ...

By Karen Bastille

“A very helpful Government resource, called the Beneficiary Ombudsman, is available for people covered by Medicare or Medicare health plans. This Web site can serve as your first stop to learn how these and other Government programs work” ...

COPD News Of The Day - <http://copdnewsoftheday.com/>



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Ombudsman Webpage

Looking Ahead...

- Content Development for **Phase II** including:
 - Things to think about in an emergency/key links
 - New Tip Sheets Developed by OMO
 - Appeals forms from plans – what the beneficiary should do
 - Exploring the option of on-line surveying on OMO website
 - Collaborating with caregiver team to promote both websites





Tackling the Issues



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Tackling the Issues

- **Systemic Medicare Program Issues are identified through various sources:**
 - Complaint and inquiry data
 - o Part C and D Complaints Tracking Module (CTM)
 - o MAISTRO for Parts A and B
 - SHIP forums
 - Partner and advocate meetings and forums
 - Participation in CMS component meetings
 - Direct contacts to the OMO
- **OMO reviews and tracks issues through an issue management process; examines root causes and facilitates resolution when necessary and/or possible**





Tackling the Issues

Communication to CO and RO Caseworkers

- Through multiple communication vehicles
- Ensures standard communication across the organization
- Provides caseworkers with the information needed to respond appropriately

Communication to CMS Leadership

- Provides scope of current issues impacting beneficiaries
- Allows the MOG to make recommendations for resolving issues





Tackling the Issues

Medicare Administrative Issues Tracking and Reporting of Operations (MAISTRO) System

- System developed to manage and track Medicare Part A and B inquiries and complaints
- OMO met a CMS beneficiary service need by playing an integral role in the development and implementation of the system
- Primary categories:
 - Claims Processing and Billing
 - Coverage and Payment Policy
 - Enrollment, Entitlement, and Eligibility
 - Medicare Secondary Payer
 - Premium





Tackling the Issues

In addition to well known Part C and D enrollment, marketing and data processing issues, *Issues Reviewed include:*

- Coverage Outside the US/Foreign Travel
- Air/Air Ambulance Services Coverage
- Wheelchair Acquisition
- Zostavax Shingles Vaccine





Making Recommendations to Congress



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Making Recommendations to Congress

Finalizing the 2007- 2008 Medicare Ombudsman Report to Congress

- Primary activities of the office in serving people with Medicare on an individual and systemic level
- Key accomplishments of the office during the report period
- Review of beneficiary inquiry, complaint and appeal data
- Discussions and corresponding recommendations for several key issues that the OMO reviewed during these two years





Making Recommendations to Congress

Recommendations Under Review Include:

- Focus on the Beneficiary and customer service
- Improvements to Medicare Part C and D system issues
- Communication to targeted audiences
- Medicare program policy changes that result in unintended negative consequences for Medicare beneficiaries





Working with the SHIPs



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Working with the SHIPs

- Concept of SHIP TAP introduced to the SHIP Community in 2006; 1st Module – Mental Illness
- Established pilot programs and a Partner Expansion Toolkit to demonstrate SHIP TAP model
- Ombudsman facilitated to SHIP counselors on using SHIP TAP model to assist vulnerable populations
- SHIP Directors trained on the use of mental illness awareness tip sheets and sensitivity techniques
- 2009 – Working to develop new modules taking into account your feedback on ways to improve counseling and assist vulnerable populations





Proposed Topics for New SHIP Modules

1. Non-English Speaking; Limited English Proficiency; Cultural Competency
2. Disabilities
3. Medicare Complaint Processes
4. Prevention
5. Rural Populations



THANK YOU!

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