



# CONNECTED CARE

THE CHRONIC CARE MANAGEMENT RESOURCE

PARTNER TOOLKIT

## Overview of *Connected Care*

*Connected Care* is a public education campaign to raise awareness of the benefits of chronic care management (CCM) to patients with multiple chronic conditions and to provide health care professionals with the support to implement successful CCM programs. It was developed by the Centers for Medicare & Medicaid Services (CMS) Office of Minority Health (OMH) in partnership with the Federal Office of Rural Health Policy (FORHP) at the Health Resources & Services Administration (HRSA).

As part of the education campaign, multiple resources are available at no charge to your organization and members, to help health care professionals and their patients learn about CCM and take advantage of these services. All of our educational resources are available on our CMS website: [go.cms.gov/CCM](https://www.go.cms.gov/CCM).

## Why Is This Initiative Important?

When patients have multiple, often complex, chronic conditions, coordinating services and comprehensively managing the patient's care are critical to providing quality health care services. Coordinated care contributes to better health and care for individuals.

Half of all adult Americans have a serious chronic condition – such as arthritis, cancer, diabetes, heart disease, or dementia – and a quarter have two or more. Two-thirds of Medicare beneficiaries have two or more chronic conditions.

By offering CCM services, health care professionals can deliver the coordinated care their patients need and deserve and help patients stay on track by getting support between visits.

CMS has launched an educational initiative to raise awareness of the benefits of coordinated CCM services and help health care professionals incorporate CCM programs in their practices.

As of 2015, health care professionals may bill separately for time they and their clinical staff spend providing CCM services to patients who are on Medicare Part B (including those who are dual eligible for Medicare and Medicaid), who have multiple chronic conditions. Additional separate payments specific to complex patients became available in 2017.

## Get Involved! Become a Partner

All across the country, professional societies, national advocacy groups, and local organizations from health departments to community groups to churches, stand at the frontline to support patients and health care professionals. Please join us in making the *Connected Care* initiative a success!

This toolkit will provide you with an overview of CCM, and resources available to educate health care professionals, communities, and patient groups. If you are interested in becoming a partner, please contact us at [CCM@cms.hhs.gov](mailto:CCM@cms.hhs.gov) and review the suggested activities.

## Are You a Health Care Professional?

Based on input from health care professionals and rural and community health groups across the country, CMS has developed resources to help practices and health systems successfully offer and bill for CCM services. The [Connected Care Health Care Professional Toolkit](#) includes guides to getting started, including fact sheets about what is required for setting up a CCM program, educational materials to share with patients, and ways to help implement CCM in your practice.

## Ways to Use This Toolkit

The *Connected Care Partner Toolkit* contains educational materials and resources to raise awareness about the importance of chronic care management (CCM) services for Medicare and dual eligible patients who are managing multiple chronic conditions. It is designed to help you to connect eligible health care professionals with the [Connected Care Health Care Professional Toolkit](#), which contains tools and resources to help them implement successful CCM programs and bill for the services. It also contains materials to help you to educate patients so they can understand and request these services. You can use the toolkit's educational and media tools on your website, in your communications to members, and at conferences and events – any place where you connect with health care professionals and patients.

Your support is critical to raising awareness about the benefits of CCM services. There are many ways to help –

## Spread the Word

- **Publish a newsletter article or blog, or send an email alert.** Include an article in your newsletter, post a blog on your website, or send an email alert to your members or listserv about the *Connected Care* education initiative and CMS's resources for health care professionals and patients. Use or adapt our sample text for [patients and community members](#) or [health care professionals](#).
- **Use social media.** Share the *Connected Care* resources using our sample [social media posts](#) and graphics, and the hashtag #ConnectedCare.

- **Show our slide set.** Take advantage of our prepared PowerPoint presentation for events attended by health care professionals, such as grand rounds or lectures. (Coming Soon)
- **Send stories or videos** of how you have used the *Connected Care* toolkit to educate your community or how health care professionals are integrating CCM into their practices to [CCM@cms.hhs.gov](mailto:CCM@cms.hhs.gov).

## Plan an Event

Plan an in-person or online event to highlight the benefits of CCM and raise awareness and excitement about the campaign.

### *Activities Aimed at Health Care Professional Audiences*

- **Host an educational session.** Feature *Connected Care* resources and products during a webinar or develop a session for a meeting or conference. Consider using the [Connected Care](#) presentation for health care professionals or distributing our materials at your exhibit booth. Include our campaign video featuring a health care professional who is offering CCM services. Invite speakers to share their experiences and lessons learned.
- **Plan a local event.** Invite health care professionals who have successfully integrated CCM services into their practices and patients who have benefited from them as speakers to talk about their experiences.

### *Activities Aimed at Patients and Community Members*

- **Ask local hospitals, clinics, health centers, and health departments** to add a *Connected Care* presentation to their schedule of community education classes, and to distribute our educational materials at community health fairs and similar events.
- **Work with local community organizations** to incorporate a *Connected Care* presentation into their current activities or as a special event. Reach out to the person who coordinates the education classes or group meetings at your local community center, civic club, or senior center.
- **Engage a church or place of worship** to host an educational session and share our *Connected Care* materials. Consider hosting a workshop to help patients learn more about chronic care management and how to talk with their health care professionals about it.
- **Hold a “Meet Your Provider” open house at a clinic, pharmacy, or another public place.** Use the *Connected Care* materials to teach patients how to talk with their health care professional about chronic care management and what questions to ask.



Visit [go.cms.gov/CCM](https://go.cms.gov/CCM) to download hard copies of the following tools and resources to educate your members or communities about the benefits of chronic care management.

## Education Outreach Tools

### *Information about CCM*

- [\*\*Chronic Care Management Services\*\*](#) and [\*\*Chronic Care Management Services Changes for 2017\*\*](#)  
Read a primer on CCM services separately paid by Medicare, requirements, and how to bill for CCM.
- [\*\*Chronic Care Management \(CCM\) Services in Rural Health Clinics \(RHCs\) and Federally Qualified Health Centers \(FQHCs\) Frequently Asked Questions\*\*](#)  
Learn how to use the CCM payment codes at Federally Qualified Health Centers and Rural Health Clinics.
- [\*\*Frequently Asked Questions about Physician Billing for Chronic Care Management Services\*\*](#)  
Answers to common questions about CCM, what is separately paid by Medicare, requirements for billing.
- [\*\*Final Rule: Payment Policies under the Physician Fee Schedule CY 2017\*\*](#)  
Find out more about the fee schedule changes, including the addition of new separate payments in the Final Rule published in the *Federal Register*.
- [\*\*Care Management\*\*](#)  
Additional CMS resources for CCM and other care management services.
- **Connected Care Web Badge** (Coming Soon)  
Post a graphic on your website and link directly to the CMS CCM page.
- [\*\*Shareable Connected Care Posts for Social Media\*\*](#)  
Share these posts through your Facebook and Twitter accounts.

## *Tools for Educating Patients, Caregivers, Advocates, and Community Members*

- ***Connected Care Postcard for Patients in [English](#) and [Spanish](#)***  
Share postcards to raise awareness and connect readers to information and resources. You can order them in English and Spanish by emailing us at [CCM@cms.hhs.gov](mailto:CCM@cms.hhs.gov).
- ***Connected Care Poster for Patients in [English](#) and [Spanish](#)***  
Download and hang this poster in clinics, waiting rooms, senior centers, community centers, clubs, and other public places for patients to see. To order printed copies, send an email to [CCM@cms.hhs.gov](mailto:CCM@cms.hhs.gov).
- ***[Sample Language for Newsletter Articles, Blog Posts and Emails for Patient, Advocate, and Community Constituents](#)***  
Use this sample language to communicate with patients, community advocates, and leaders about the benefits of CCM and the *Connected Care* initiative.
- ***Connected Care Animated Video for Patients*** (Coming Soon)  
Use this video to help you explain the benefits of CCM services to patients.

## *Tools for Reaching Health Care Professionals*

- ***[Connected Care Postcard for Health Care Professionals](#)***  
Designed for health care professionals, this postcard gives an overview of CCM and how to get more information about it. Order copies for meetings and other events by emailing [CCM@cms.hhs.gov](mailto:CCM@cms.hhs.gov).
- ***Connected Care Health Care Professionals Presentation*** (Coming Soon)  
This health care professional presentation is designed to help your health care professional members learn about the *Connected Care* public education campaign and start a successful program in their practice.
- ***Connected Care Health Care Professional Testimonial Video*** (Coming Soon)  
Share the experiences of health care professionals who have implemented CCM programs.
- ***[Resources for Health Care Providers](#)***  
Access tools and resources developed by CMS to help implement a CCM program.
- ***[Sample Language for Newsletter Articles, Blog Posts, and Emails for Health Care Professionals](#)***  
Adapt this language for communicating with your constituents.

### **Disclaimer**

*Note: This document was written by CMS and was printed, published, or produced and disseminated at U.S. taxpayer expense. The information is meant to be useful for community organizations that want to use Connected Care as part of their consumer education and health literacy outreach efforts. Participation is voluntary and informal.*

# Sample Language for Articles, Blog Posts, and Emails to Patients and Community Advocates



Managing your health can be challenging, especially if you have two or more chronic conditions or illnesses. The *Connected Care* campaign offers information to help you take advantage of new Medicare services that pay for comprehensive care management particularly needed by patients dealing with multiple chronic conditions.

If you have Medicare and live with two or more chronic conditions, you may be eligible for chronic care management (CCM) services to help you maximize your health and spend more time with your loved ones.

## What does CCM mean for you?

- **CCM means having a continuous relationship with a dedicated health care professional who knows you and your history, gives you personal attention, and help you make the best choices for your health.** Connecting to a dedicated health care professional means you can better manage your care and spend more time focusing on your health.
- **CCM means you and your loved ones have the assistance you need to manage your chronic conditions so you can spend more time doing the things you enjoy.** Your dedicated health professional will help you keep track of your medical history, medications, and all the doctors you see. You'll receive a comprehensive care plan that outlines your treatment plan and goals.
- **CCM means having help on call 24/7 to address urgent needs from the comfort of your home.** CCM includes 24-hour-a-day, 7-day-a-week (24/7) access to health care professionals for urgent needs, including a means to make contact regardless of the time of day or day of week.

## Talk to your doctor or nurse

If you have Medicare and two or more chronic conditions, talk to your nurse or doctor about chronic care management services and how you might be able to get connected care. You may have to pay a copayment and/or deductible, depending on your secondary or supplemental insurance.

Share this article with your friends and family so they can get connected to better care, too! Visit [go.cms.gov/CCM](https://go.cms.gov/CCM) to learn more about Connected Care.

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## Newsletter Blurb for Health Care Professional-Focused Organizations/Audiences



Chronic care management services are a critical component of primary care. Read and download tools and information, developed by the Centers for Medicare & Medicaid Services, to help you deliver the coordinated care your patients need and deserve, even between appointments. For more, visit [go.cms.gov/CCM](https://www.cms.gov/CCM)

## Newsletter Blurb for Patient and Community Group-Focused Organizations/Audiences



If you have more than two chronic conditions and are on Medicare, connecting to a dedicated health care professional means you can better manage your care and spend more time focusing on your health. Read and download resources, developed by the Centers for Medicare & Medicaid Services to learn more about these chronic care management services. Then talk to your doctor about managing your care. For more, visit [go.cms.gov/CCM](https://www.cms.gov/CCM)

## Social Media Posts for Health Care Professional-Focused Organizations/Audiences



### Facebook

Chronic care management services are a critical component of primary care. Read and download tools and information, developed by the Centers for Medicare & Medicaid Services, to help you deliver the coordinated care your patients need and deserve, even between appointments. [go.cms.gov/CCM](https://www.go.cms.gov/CCM) #ConnectedCare

### Twitter

Share CMS #ConnectedCare resources with your patients to start the conversation about chronic care management. [go.cms.gov/CCM](https://www.go.cms.gov/CCM) #ConnectedCare

## Social Media Posts for Patient and Community Group Focused Organizations/Audiences



### Facebook

Did you know that if you have two or more chronic conditions, such as arthritis or high blood pressure, you may qualify for expert assistance with setting and meeting your health goals with chronic care management services. Ask your doctor today! #ConnectedCare [go.cms.gov/CCM](https://www.go.cms.gov/CCM)

### Twitter

Get help managing your chronic conditions so you can spend more time doing what you love. [go.cms.gov/CCM](https://www.go.cms.gov/CCM) #ConnectedCare

# Sample Language for Articles, Blog Posts, and Emails to Health Care Professionals



We all want to provide the best care to our patients. The term “chronic care management services” or CCM has been buzzing through medical practices in the past few years. It has become a critical component of the care we provide to our patients with multiple chronic conditions, whose management is often complex and confusing for them. Chronic care management is a critical component of primary care that contributes to better health and care for individuals with multiple conditions. Centers for Medicare & Medicaid (CMS) [data](#) shows that two thirds of people on Medicare have two or more chronic conditions, which means many of your patients may benefit from a CCM program, including the help provided between visits.

CMS recognizes that CCM takes time and effort. Therefore, CMS established separate payment under four billing codes to increase payment for the additional time and resources you spend to manage the care of patients with two or more serious chronic conditions outside of the usual face-to-face encounters. The new codes help pay for the between-appointment help your Medicare and dual eligible (Medicare and Medicaid) patients with multiple chronic conditions need to stay on track with their treatment plans and overall health.

The *Connected Care* public education campaign is designed to help you provide CCM services. Download the [Connected Care Health Care Professional Toolkit](#) to find information about eligibility to receive payment, resources about service requirements and how to bill, experiences from other health care professionals, and other resources to help you build an effective program in your practice.

## Why make the effort?

- **Your patients will gain a dedicated health care professional who can help them plan for better health and stay on track.** Services such as a comprehensive care plan, timely availability of patient health information, management of care transitions, and ready patient access to their care team can improve care coordination and patient self-management.
- **Chronic care management services will help you deliver the coordinated care your patients need and deserve.** CCM services are patient-centered, high-value services with the potential to improve outcomes for patients. For dual eligible beneficiaries in one [Department of Health and Human Services-led pilot program](#), integrated care resulted in beneficiaries being 48 percent less likely to have a hospital stay, 26 percent fewer hospital stays, and 38 percent fewer emergency room visits.
- **Encouraging patients to use chronic care management services will give them the support they need between visits.** Having a regular touch point may help patients think about their health more and become more conscious of taking their medications and other tasks. Getting this help may also help patients feel more satisfied with their care and, by staying on track, improve adherence to their treatments.

Patients are responsible for the usual Medicare Part B cost-sharing (deductible and copay/coinsurance) if they do not have supplemental (“wrap-around”) insurance. Please note that the majority of dual eligible beneficiaries (patients with Medicare-Medicaid) are exempt from cost sharing. Medigap plans must provide wrap-around coverage of cost sharing for CCM, and most beneficiaries have Medigap or other supplemental insurance.

Getting up to speed may take some effort, but offering chronic care management services provides you the opportunity to improve patient care and grow your practice.

Share this article with your colleagues so they can learn more about the [\*Connected Care Health Care Professional Toolkit\*](#), too. For more information about *Connected Care*, visit [go.cms.gov/CCM](https://go.cms.gov/CCM).



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