

Date: March 28, 2011

**Centers for Medicare & Medicaid Services
Office of the Administrator**

**Office of Communications
(FCT)**

- Serves as CMS' focal point for strategic and tactical communications—internal and external—providing leadership for CMS in the areas of traditional and new media, including web initiatives such as social media supported by innovative, increasingly mobile technologies; media relations; public information campaigns; and, speechwriting.
- Serves as CMS' focal point in all activities related to the media. Provides consultation, advice, and training to CMS' senior staff with respect to relations with the news media.
- Coordinates with the Department of Health and Human Services (HHS) and the White House on key communication initiatives, leveraging CMS resources to strategically support these activities.
- Contributes to the formulation of policies, programs, and systems as related to strategic and tactical communications.
- Coordinates with the Office of Legislation on the development and advancement of new legislative initiatives and improvements.
- Oversees communications research, design and development, evaluation and continuous improvement activities to improving internal and external communication tools, including but not limited to brochures, public information campaigns, handbooks, websites, reports, presentations/briefings.
- Identifies communication best practices for the benefit of CMS beneficiaries (i.e., of the Medicare and Medicaid programs) and other CMS customers.
- Contributes to the formulation of policies, programs, and systems as well as oversees beneficiary services provided by the beneficiary call centers. Serves as CMS' focal point for telephone services to beneficiaries, and provides leadership for CMS in the area of call center operations.