



Instructions for Notifying Medicare Beneficiaries About Primary Care First

Introduction

As part of your practice's participation in the Primary Care First Model, you are required to notify Medicare fee-for-service (FFS) beneficiaries attributed to your practice of (1) your practice's participation in Primary Care First and (2) Medicare's intention to share personally identifiable information (PII) from Medicare claims with your practice.

In addition to what is required in your Participation Agreement, your practice may be interested in providing other Primary Care First-related information to your patients or promoting your participation in Primary Care First. This document outlines instructions for Primary Care First practice communications with Medicare FFS beneficiaries regarding Primary Care First.

NOTE: These are Centers for Medicare & Medicaid Services (CMS) instructions and apply only to communications with Medicare FFS beneficiaries. Other payer partners participating in Primary Care First may have their own instructions regarding communications with their members.

Notification Template

CMS has provided your practice with a notification template to share with your patients. You may post this information in your waiting room, include on your practice website, post on your patient portal, or other methods you use to share information with your patients.

This notification serves to inform your beneficiaries of (1) your participation in Primary Care First and (2) Medicare's intention to share PII with your practice. CMS expects your practice will follow this template verbatim, using your practice's letterhead. Changes to the template are only permissible to provide the beneficiary with clearer directions on how to contact your practice (e.g., phone numbers, hours of operation, websites).

Under Primary Care First, Medicare FFS beneficiaries may choose to "opt out" of having PII from Medicare claims shared with Primary Care First practices. As described in the template, beneficiaries may express these preferences to Medicare directly by calling 1-800-MEDICARE.

Further Beneficiary Communications

CMS recognizes and encourages your practice to develop additional communications to beneficiaries regarding participation in Primary Care First.

Below are instructions outlining acceptable approaches for any additional Primary Care First communications. Your practice should adhere to these guidelines in any materials you produce for beneficiaries that discuss Primary Care First.



These materials include content for any websites your organization develops with the intention of educating beneficiaries.

Information that Must Be Included

Beneficiaries with questions about Primary Care First can contact:

- 1-800-MEDICARE.
- Your practice or a physician or primary care provider in your practice. Your practice should provide all contact information needed to contact these members of your team.

Prohibited Information and Language

These materials may NOT include:

- Language suggesting that beneficiaries are required to continue seeing providers at the practice or are in any way prohibited from seeing other primary care providers.
- Language suggesting that beneficiaries enroll in Primary Care First. Language should be clear that it is the provider, rather than the beneficiary, who has chosen to participate in Primary Care First.
- Language suggesting CMS endorses your practice over any other.

Terminology to Avoid	Suggested Alternative
Beneficiaries “enroll”/beneficiary “enrollment”	Practitioners and practices “participate”
“You have been selected to participate”	“Your practitioner has chosen to participate”
“Suffer from” diabetes or other disease	“Live with” diabetes or other disease

Guidelines for Other Communications about Primary Care First

CMS is following a “file and use” policy for any additional materials your practice may produce to educate Medicare beneficiaries about Primary Care First. We ask that before your practice sends these materials to Medicare FFS beneficiaries, or makes them in any way public, you send them to Primary Care First Support (PCF@telligen.com) or call **1-888-517-7753 with any questions**.

If you do not receive any feedback on these materials within 7 business days, your practice is free to use the additional communication materials.