

ASPR TRACIE Technical Assistance Request

Requestor: [REDACTED]

Requestor Phone: [REDACTED]

Requestor Email:

Request Receipt Date (by ASPR TRACIE): 5 October 2016

Response Date: 17 November 2016; updated 13 February 2018

Type of TTA Request: Standard

Request:

[REDACTED] requested technical assistance in obtaining templates and other developed outreach materials to encourage new healthcare providers to join their healthcare coalition (HCC), as well as expand the involvement of current members. She noted that she is a HCC Coordinator and would like materials that reference the new Centers for Medicare and Medicaid Services (CMS) Emergency Preparedness (EP) ruling.

She also requested assistance in researching a presentation on the CMS EP Rule that she could use at an upcoming HCC meeting.

Response:

The ASPR TRACIE Team reached out to several ASPR TRACIE Subject Matter Expert (SME) Cadre members for feedback and resources on HCC outreach/ recruitment materials. Section I below includes the opinions and anecdotal information received from the ASPR TRACIE SME Cadre members. Section II in this document includes HCC outreach and recruitment materials collected and includes references to the new CMS EP ruling. Section III provides additional resources that may be helpful with regard to HCC participation and outreach.

CMS-Specific Information:

CMS recently published the [interpretive guidelines](#) and the State Operations Manual that addresses specific regulatory expectations. This is posted on their website (under the Downloads section): <https://www.cms.gov/Medicare/Provider-Enrollment-and-Certification/SurveyCertEmergPrep/Emergency-Prep-Rule.html>.

ASPR TRACIE has developed and collected a number of resources that we encourage you to use and believe will help facilitate compliance, including the resources provided here. However, this does not substitute review of the final rule text and interpretive guidelines. If you have specific questions about your facility's compliance please review the interpretive guidelines when they are developed, contact your state's survey agency, or the CMS Survey and Certification Group (SCG) at the following email address: SCGEmergencyPrep@cms.hhs.gov.

CMS and ASPR TRACIE are partnering to provide technical assistance, and share resources and promising practices to help affected providers and suppliers start or update the documents mandated by the new Emergency Preparedness rule. Additional key resources include:

- The ASPR TRACIE dedicated CMS Rule page: <https://asprtracie.hhs.gov/cmsrule>
- The entire CMS Emergency Preparedness Rule: <https://federalregister.gov/a/2016-21404>
- The CMS Emergency Preparedness Survey and Certification Page: <https://www.cms.gov/Medicare/Provider-Enrollment-and-Certification/SurveyCertEmergPrep/Emergency-Prep-Rule.html>
- CMS has [developed a Quick Glance Table of the rule requirements by provider type](#), to highlight key points of the new Emergency Preparedness rule. **NOTE:** This table is not meant to be an exhaustive list of requirements nor should it serve as a substitute for the regulatory text.
- ASPR TRACIE developed a [CMS Emergency Preparedness \(EP\) Rule Resources at Your Fingertips Document](#). Within this document are links to key resources:
 - CMS' developed [frequently asked questions \(FAQ\) documents](#) that synthesizes answers to commonly asked inquiries about the CMS EP Rule.
 - The FAQs, in combination with the CMS [at-a-glance chart](#) and [Provider and Supplier Type Definitions Fact Sheet](#), can help planners identify and address planning gaps and facilitate compliance with the regulations.
 - Interested in learning more about your local healthcare coalition? [This chart](#) can help you identify the preparedness office of your state public health agency. Remember: the release of the CMS EP Rule provides healthcare coalitions a tremendous opportunity to strengthen relationships and leverage a broader group of personnel and resources to provide for the medical needs of the whole community during a disaster.
 - If you missed any of the Medicare Learning Network National Call on the EP Rule, you can access the PowerPoint [slides, transcript, and audio recording here](#).

I. ASPR TRACIE SME Cadre Member Comments

Please note: these are direct quotes or paraphrased comments from emails and other correspondence provided by SME Cadre members in response to this specific request. They do not necessarily express the views of ASPR or ASPR TRACIE.

- Our HCC uses a direct method of calling and meeting with interested new members or those who we deliberately target to join our coalition for their role in community response. Word of mouth is the primary method used for recruitment. Recommendations come mostly from our members. We also provide them with the link to our website, a copy of our most recent community report, and the monthly meeting schedule.
- Our HCC recognizes that the new CMS EP Rule provides an opportunity for community partners to become HCC members. Included in our goals for 2017, we plan to offer training opportunities and coalition involvement to partners among the 17 provider groups. We will be formalizing a HCC brochure/ flyer that offers specific emergency preparedness training and skills such as Incident Command System (ICS), emergency evacuation, etc. Training to prepare a Comprehensive Emergency Management Plan (CEMP) is already regularly scheduled and provided at no cost by our Emergency Management agency.

- With regards to sample presentations for recruitment or outreach materials to new/potential members, we have some generic presentations; however we have not yet incorporated the CMS EP Rule into them.

II. Healthcare Coalition Recruitment Resources

The Central Ohio Trauma System. (2016). Central Ohio Healthcare Coalition (COHC): Coalition Participation Benefits. (See Attached.)

This document identifies the benefits for members participating in healthcare coalitions, such as information sharing between partners, access to emergency plan templates and other resources, the option of participating in training and exercises, and increased access to preparedness funding.

The Central Ohio Trauma System. (2016). CHC Participant Invitation Letter. (See Attached.)

This is a template letter to recruit new members to the healthcare coalition. It references the Coalition Participation Benefits document above. It also addresses the CMS Conditions of Participation (CoPs) and notes that participation in the healthcare coalition will assist members in community collaboration, coordination, communication, contingency planning, and training/ exercises.

The Central Ohio Trauma System. (2016). Emergency Preparedness Standards for Medicare and Medicaid Participating Providers and Suppliers. (See Attached.)

This PowerPoint presentation provides an overview of emergency preparedness planning for healthcare facilities and the coordination between the multiple system partners. It incorporates the CMS EP Rule and identifies the 17 different providers and suppliers affected by the new rule.

III. Additional Resources

ASRP TRACIE. (2015). [Technical Assistance Response: Healthcare Coalition Participation Benefits](#). (NOTE: Login to the ASRP TRACIE Information Exchange is required.)

In 2015, ASRP TRACIE received a technical assistance request for examples of marketing materials targeted to hospital administrators on the benefits of hospital staff participating in local HCCs. The ASRP TRACIE Team reached out to its SME Cadre members and conducted research to gather relevant materials. The team provided the requestor with a summary of example benefits to hospitals and their staff for participating in a coalition, anecdotal information received from SMEs, and numerous marketing materials/ resources.

Healthy People 2010 Toolkit. (2010). [Identifying and Engaging Community Partners](#).

This document provides information on how to identify and engage community partners. It includes an action checklist, tips, examples from the field, a list of potential partners, information on forming partnership agreements, and additional resources.

Kansas Healthcare Coalition Steering Committee (2013). [Goal, Purpose, and Charge of Regional Coalitions.](#)

This resource is a presentation that provides an overview of HCCs and includes the basic “Who, What, Where, When, Why, and How” of HCCs.

University of Kansas. The Community Toolbox. (n.d.). [Chapter 5. Section 5. Coalition Building I: Starting a Coalition.](#) (Accessed 11/16/16.)

This toolkit provides several resources on how to start a coalition. It includes a checklist, examples of how coalitions got started, various tools, and a PowerPoint presentation summarizing the major points of this Section of the toolkit.