



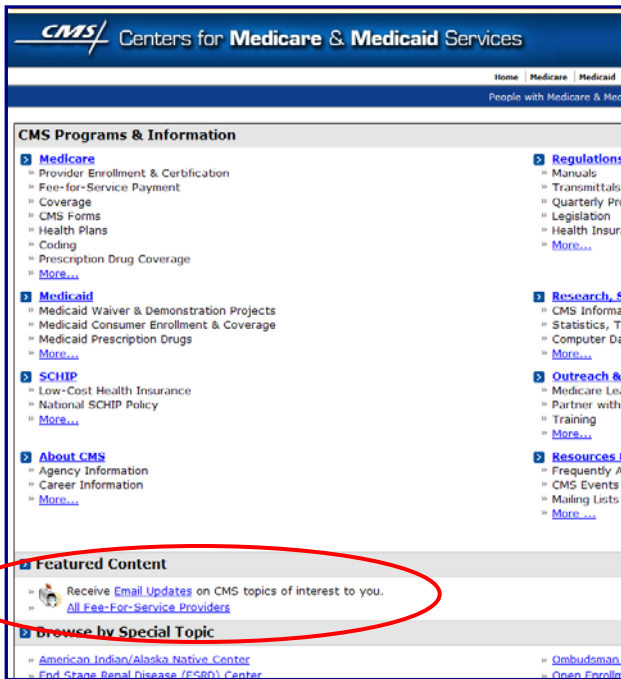
The Center for Medicare & Medicaid Services launched comprehensive email alerts to improve service to citizens and to further its mission “ensure effective, up-to-date health care coverage and to promote quality care for beneficiaries.” CMS uses GovDelivery® Email and Digital Subscription Management to communicate time-sensitive health information quickly and efficiently to America’s citizens.

CMS’s NEEDS

1. Offer an enterprise-wide system where citizens can manage their email subscription preferences for all CMS topics.
2. Notify the public immediately when health information is available.

SOLUTION

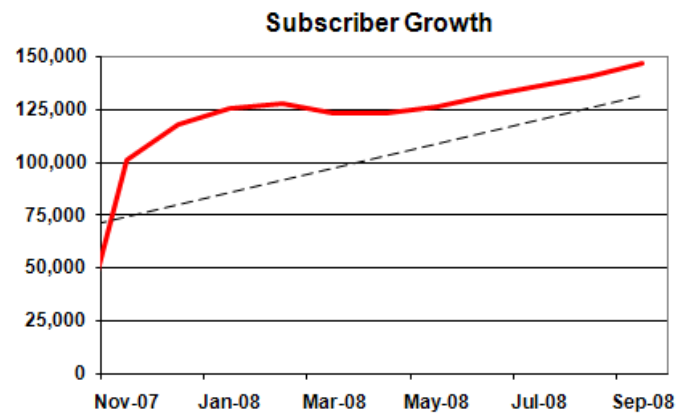
The Email and Digital Subscription Management system allows citizens to have maximum choice and offers unique automation tools for system management. GovDelivery ties email alerts to updates in CMS Web content while also allowing CMS administrators to manually send alerts at any time.



Web visitors can subscribe to CMS updates on more than 90 specific topics.

The Center for Medicare & Medicaid Services utilizes GovDelivery’s RSS capabilities to deliver CMS.HHS.gov Highlights and CMS Media Conferences podcasts to its stakeholders.

RESULTS



Results since GovDelivery Launch in November 2007:

- Sent over 4,200,000 targeted emails
- Registered more than 146,000 citizens as subscribers
- Incorporated more than 90 specific subscription items across many agencies. Subscription options include:
 - Medigap News
 - CMS Coverage Email Updates
 - Quarterly Provider Updates
 - Medicare Modernization Updates
 - HIPAA Outreach
 - CMS Information for Pharmacists

Last Updated November 2008

GovDelivery, Inc. is the world’s leading provider of government-to-citizen email and wireless communication solutions designed specifically for the public sector and is used by organizations worldwide, including the U.S. Departments of Labor, State, Agriculture, and Commerce, U.K. Parliament, Norwich City Council (U.K.), Washington D.C., California Department of Insurance, Oregon Department of Human Services, Macomb County (MI), City of St. Paul (MN), and many more.



To learn more about GovDelivery, visit www.govdelivery.com; email info@govdelivery.com; call U.S. 866-276-5583 ext. 303 or U.K. 0800 032 5769