

**LOW INCOME SUBSIDY
SPRING PARTNER SUMMIT**

MAY 16, 2008 - 1:00 P.M. TO 4:30 P.M.

**HUBERT H. HUMPHREY BUILDING, ROOM 800
200 INDEPENDENCE AVENUE, S.W.
WASHINGTON, D.C. 20201**

AGENDA

1:00 - 1:20 p.m.	Welcome and Opening Remarks	Kerry N. Weems , Acting Administrator, Centers for Medicare & Medicaid Services (CMS) Josefina G. Carbonell , Assistant Secretary, Administration on Aging
1:20 – 1:45 p.m.	CMS Low Income Subsidy Data A Data Driven Approach Discussion and Q&A	Frank Funderburk , Social Science Research Analyst, Strategic Research & Campaign Management Group (SRCMG), CMS
1:45 – 2:00 p.m.	SSA Spring Outreach Effort Discussion and Q&A	Cheri Arnott , Associate Commissioner, Office of External Affairs, Social Security Administration
2:00 – 2:15 p.m.	Break	
2:15 – 2:40 p.m.	Partner Model Strategies Messaging - Media – Advertising Discussion and Q&A	Larissa Lang , SHIP/SMP Coordinator, Commission on Aging and Retirement Education, Baltimore City
2:40 – 3:05 p.m.	Partner Model Strategies Partnership and Large Group Education Discussion and Q&A	Marisa Scala-Foley , Associate Director, Access to Benefits Coalition, National Council on Aging (NCOA)
3:05 – 3:35 p.m.	Special Populations Assessing Success Discussion and Q&A	Abigail Morgan , Associate Program Director, Medicare Education, National Area Agencies on Aging (n4a) Marisa Scala-Foley , Associate Director, Access to Benefits Coalition, NCOA
3:35 – 4:20 p.m.	Spring LIS Campaign Overview Regional Communications Plan State Partnership Outreach Discussion and Q&A	Patty Helphenstine , LIS Campaign Team Lead, SRCMG, CMS Nancy O'Connor , Regional Administrator, Region III, CMS Lisa Wilson , Health Insurance Specialist, Intergovernmental Relations Group, CMS
4:20 – 4:30 p.m.	Next Steps/Future Activities	Robin King , Director, Office of External Affairs, CMS