

**Monday, June 16, 2014**

**To: Congressional Health Staff**

**From: Maria Martino**

**Acting Deputy Director, Office of Legislation**

**Centers for Medicare & Medicaid Services**

**Re: "From Coverage to Care" outreach to engage doctors and new patients**

Today, the Centers for Medicare & Medicaid Services (CMS) launched a national initiative "*From Coverage to Care*" (C2C), which is designed to help answer questions that people may have about their new health coverage, to help them make the most of their new benefits, including taking full advantage of primary care and preventive services. It also seeks to give health care providers the tools they need to promote patient engagement.

Today's launch also marks the release of the new *Roadmap to Better Care and a Healthier You*, <http://marketplace.cms.gov/help-us/c2c-roadmap.pdf?linkId=8267630>, which includes 8 steps to help consumers and health care providers be informed about the diverse benefits available through their coverage and how to use it appropriately to access to primary care and preventive services. Among other things, the "Roadmap" contains information on health care coverage terms, the differences between primary care and emergency care, and the cost differences of decisions to seek care in- and out-of-network, where applicable to the consumer's health plan.

More information about C2C and other helpful resources, including a 10-part video series, to help those with new health care coverage make the most of their coverage, and raise awareness about the importance of getting routine primary care and regular preventive care are available at: <http://marketplace.cms.gov/c2c>.

Please contact the CMS office of Legislation if you have any questions.

Thank you.