



FACT SHEET

Customer Outreach and Education

DESCRIPTION

The CMS ethics team re-tooled their education and outreach efforts to internal customers in ways that provide more relevant, specific and timely information. The greatest success was training managers how to designate OGE-450 filers. The contracting office had very specific situations requiring analysis of identifying 450 filers. In lieu of conducting one all-manager briefing, the team conducted over 45 meetings with manager groups in specific organizations to discuss confidential filing relevant to their specific program areas. The targeted analysis enabled CMS to reduce the number of confidential filers from an unnecessary high of 55% to a more reasonable 38% in one year.

PURPOSE

The purpose of this targeted approach to ethics outreach and education was to make ethics more real and relevant to employees, by focusing on how it relates to their specific lines of business and program areas.

PRODUCT ADAPTABILITY

The approach is easily transferable to other Agencies. It requires an increased level of knowledge about specific Agency programs and lines of business, and the ability to apply ethics rules and conflicts of interest guidelines to those specific program areas.

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