

Activity Report

January 2019

Centers for Medicare and Medicaid Services (CMS)

Met with CMS Office of Communications (OC) and Office of the Administrator (OA) and Nahigian Strategies on 2019 Activities and Initiatives:

- The Porter Novelli Public Services (PNPS) team continued to coordinate and participate in calls with CMS OC, OL, OA, and regional offices and Nahigian Strategies.
- The team participated in weekly communications coordination call (Mondays) with the consultants and CMS staff as well as a separate weekly call with the Administrator (Fridays) to discuss ongoing media and event opportunities.
- The team coordinated a weekly status call/meeting to review activities across the PNPS and NS accounts.
- The team coordinated a weekly status call/meeting to review activities with [REDACTED] Pam Stevens and Marcus Barlow.
- PNPS also participated in ad hoc calls to discuss logistics and press activity the California trip, the Philadelphia trip and other ongoing media opportunities.
- The team has been working to secure opportunities for the Administrator for the California trip and the Philadelphia trip.
- Coordinated with pool of speechwriters for various speaking engagements.
- Prepared and delivered weekly reports for Administrator Verma's Twitter account to provide growth analysis and recommendations.