



PRODUCT DEVELOPMENT SOP

Division of Provider Information
Planning & Development

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TABLE OF CONTENTS

1. WHAT’S CHANGED? 3

2. APPROVED PRODUCT FORMATS 4

3. APPROVED PRODUCT TOPICS..... 5

4. STANDARDS FOR ALL PRODUCTS 6

A. NAMING AND PLACING A PRODUCT.....6

B. LANGUAGE.....7

C. CONTENT7

D. STYLE9

E. DESIGN.....9

F. 508 COMPLIANCE.....9

G. PRODUCT DELIVERABLES10

H. PRINTING REQUIREMENTS11

5. STANDARDS FOR FORMAT-SPECIFIC PRODUCTS..... 14

A. PODCASTS.....14

B. PUBLICATIONS14

C. VIDEOS18

D. WEB-BASED TRAINING (WBT) COURSES19

6. MARKETING..... 23

A. MLN CONNECTS MARKETING MESSAGES23

B. PUBLICATION DESCRIPTIONS23

C. HYPERLINKED MARKETING GRAPHICS (HMG).....23

7. RESOURCES..... 25

1. What's Changed?

- Identifying major and minor changes to this SOP
- Clarification on content sections for products
- Clarification on MLN product templates formatting and design
- Adding Adobe Bookmark panel to booklets
- Clarification on print-friendly documents with substantive changes
- Clarification on using the What's Changed? callout box
- Clarification on what are substantive content changes
- Removed having a Hyperlink Table for HTML products

Substantive content changes are major changes (x.) all other updates are minor changes (.x).
Introduction.

The Product Development SOP gives standards to Medicare Learning Network® (MLN) stakeholders who develop MLN products to ensure that we've a consistent tone, look, and feel.

Please follow this document when you develop MLN products. In addition, use this document with the [PCG Communications Standards](#).

Your product may not follow all standards.

1. Contractors: please discuss this with the Contracting Officer Representative (COR)
2. DPIPD Product Owners: please discuss this with the DPIPD Management Team

When to Apply the Product Development SOP to MLN Products

DPIPD updates the Product Development SOP as needed. Use the most current Product Development SOP for updates. For example, if we update the Product Development SOP in February, these updates will apply only to MLN products that we start to update in February and later. It won't apply to products updated prior to February.

2. Approved Product Formats

Table 1. Approved Product Formats

Formats	Number of Pages
1. All Formats document	Varies
2. Booklet	9-50
3. Educational Tool that is an HTML (also called an HTML Product)	15-40 (on average)
4. Fact Sheet	1-8
5. Guide/Manual	50+
6. Hyperlink Marketing Graphic	1
7. MLN Matters® Articles	1-15
8. Podcast	3-5 minutes in length
9. Resources	1-15
10. Video	3-90 minutes in length
11. Web-Based Training (WBT)	30-60 minutes learning time
12. Web Content	9-50

3. Approved Product Topics

1. Coding
2. Communicating with Patients
3. Durable Medical Equipment, Prosthetics, Orthotics, and Supplies (DMEPOS)
4. Evaluation and Management (E/M)
5. Equity
6. Fraud & Abuse
7. Home Health
8. Medicaid
9. Medicare/Medicaid
10. Medicare Shared Savings Program
11. Office Management
12. Payment Policy
13. Preventive Services
14. Provider Compliance
15. Provider-Specific
16. Provider-Supplier Enrollment
17. Quality Initiatives
18. Remittance Advice
19. Rural Health

4. Standards for All Products

a. Naming and Placing a Product

Standards

1. Product Naming
 - a. Make the title of the product as short as possible. Don't use "A" or "The" as the first word in the title.
 - b. Don't include the product format in the title, except for when used in the Resource section of a publication.
2. ICN Format
 - a. ICN format is as follows: MLNxxxxxx.
 - b. Don't put ICN in front of the MLNxxxxxx.
 - c. If the original ICN is 4 digits, add 2 zeros in front to make it a 6 digit ICN.
 - i. Example: change ICN 5639 to MLN005639
 - d. If the original ICN is 6 digits, don't add more digits.
 - i. Example: ICN 908625 will now read MLN908625
 - e. If the original ICN is 8 digits, don't add more digits.
 - i. Example: ICN 90827635 will now read MLN90827635
3. Product Location
 - a. Under the Drupal Content Management System, all documents reside in a single bucket called 'Document' regardless of the component that created the document.
 - b. New products posted under Drupal will have the following product URL. See highlighted portion:
 - i. Ex: <https://www.cms.gov/files/document/mln-title-of-product.pdf>
 - c. Revised products created and posted under Percussion updated under Drupal must keep the URL assigned by Percussion.
 - i. Example of an existing product URL under Percussion:
<https://www.cms.gov/Outreach-and-Education/Medicare-Learning-Network-MLN/MLNProducts/Downloads/title-of-product-ICN.pdf>
4. Naming a New Product URL:
 - a. Don't use spaces or underscores. Use dashes between words and all letters in lower case.
 - b. Product URL format:
<https://www.cms.gov/files/document/mln-title-of-product> (use a few words to identify the product and or use common acronyms).pdf
 - i. Example URL: (for illustration purposes only)
<https://www.cms.gov/files/document/mln-otp-billing-payment.pdf>
 - c. Zip file format: <https://www.cms.gov/files/zip/mln-title-of-product.zip>
 - d. Large publications posted with sections/chapters listed separately have the following URL format for each chapter:

03/17/2021

- i. [https://www.cms.gov/files/document/mln-title-of-product-chapter-\(insert chapter number\).pdf](https://www.cms.gov/files/document/mln-title-of-product-chapter-(insert chapter number).pdf)
 - e. Print-Friendly URLs:
 - i. New print-friendly product URLs mirror the regular PDF URL with the additional words, “print-friendly”.
Example: <https://www.cms.gov/files/document/mln-otp-billing-payment-print-friendly.pdf>
 - f. HTML URLs:
 - i. When updating an HTML product, ensure that the HTML file name is an exact match; otherwise, it will create a new webpage instead of updating the existing webpage.
 - ii. Don’t change existing product names.
 - iii. HTML webpages (not products) don’t have the “.html” extension.
 - iv. Identify a product URL:
 1. Go to the [MLN Publications](#) webpage to locate a product URL
 2. Click in the “Filter On” box and enter key words
 3. Click on the list detail item
 4. Scroll down to the “Downloads” section
 5. Hover over the product title, right click, and select “Properties”
 6. See part of the “Address” field. Remember to view the entire URL.

b. Language

Standards

1. When referring a provider to a specific document such as a regulation, manual, HTML, or a PDF document say “For more information, refer to (name and link of document/file)”
2. If your product mentions deductibles and copayments for Medicare only, or both Medicare and MA plans, include the single or multiple links to this information online. Make sure to distinguish to the reader, which links are for each type of plan and or program.

c. Content

Standards

1. What’s Changed? Section
 - a. When you revise a publication, readers will be able to identify what information has changed from the previous publication release. Refer to [Displaying MLN Publication Revisions](#) under Publications in this document for complete details.
2. Table of Contents
 - a. A list of subsections and the pages on which they start. Used in booklets.

03/17/2021

- b. Use Table of Contents for the section title.
3. Introduction Section:
 - a. Highly recommended but subject to your product.
 - b. Appears at the beginning of your product. Aim to have no more than 150 words in 3 to 8 sentences but this is flexible based upon your product.
 - c. Information to put the product subject matter into context and what your educational product intends to do.
 - d. May include important and relevant studies.
 - e. You can combine background and provider types affected information into the introduction.
4. FAQ Section
 - a. Optional but not recommended
 - b. Try to incorporate these answers into your product instead
 - c. Answers provided to a list of typical questions that users might ask regarding a particular subject
5. Resource Section:
 - a. Have no more than 8 resources. For exceptions, discuss with DPIP management.
 - b. An alphabetical bulleted list at the end of your product.
 - c. Resource items include related subject matter links to websites, regulations, and or manuals.
 - d. Hyperlink to all of the descriptive words. For example, [Evaluation and Management Services Guide](#).
 - e. Content links to MLN educational products and articles should not be older than 3 years. This doesn't apply to source content. For content links that belong to CMS that are older than 3 years, forward to DPIP management. Work with your contractor to incorporate content from MLN links that are older than 3 years.
 - f. If your product is part of a series, include the other related products.
 - g. If it's applicable, offer providers a list of beneficiary resources such as 800-MEDICARE and Medicare.gov.
 - h. Don't include an additional Helpful Websites section.
6. Don't use footnotes. These resources can be included in the Resource Section.
7. Don't include individual names of stakeholders who help develop your product. For example, Article Endorsed By section. Using stakeholder logos are suffice.
8. If needed, use 508 compliant callout boxes sparingly to briefly define acronyms and subject matter.
9. Briefly define terms your readers may find confusing.
10. In rare instances, you may use errata sheets. They reflect MLN product content changes that occur between product content updates or product revisions, when it may not be cost effective or the level of effort is too high to update the product. Talk to the DPIP Management Team to discuss this on a case-by-case basis. This doesn't apply to MLN Matters® Articles.

03/17/2021

d. Style

Standards

1. Don't use full justification centered text aligned to both the left and right margins.
2. Use the actual font. Don't apply styles, such as italics, to the font.
3. Use bold only for headers and other text when necessary.
4. Most text is black.
5. Ensure the DPIPD Contractor addresses and makes note of all copyright usage agreement issues for all images during the development of the publication. DPIPD can't get graphics clearance without documentation of copyright usage agreements for all publication images.

e. Design

Standards

1. Use the MLN product templates as a guide for formatting and design. As a Product Owner, you do have some flexibility on the formatting and design as long as you use the approved MLN colors, fonts, and your formatting is consistent throughout the product.
2. Count each page regardless of whether you put a number on the page. For example, if you decide not to put a number 1 on the cover page, page 2 is the following page.
3. Use sub-headings for publications that include a large amount of content, such as guides and booklets. Consider the content and length of the publication when you determine the type of heading and sub-heading.
4. Consider the content and type of publication when you:
 - a. Choose the type of layout style to use (that is, charts, 2 or 3-column layout, or other styles).
 - b. Determine the size and layout. For example, if a full-sized chart fits on 1 page, it should be on a page by itself. Don't split it between 2 pages, if possible.
5. When working on an annual update to a publication, it's optional to replace the graphic on the cover page with a new graphic to signify an update. This doesn't apply to MLN Matters® Articles.
6. Booklets must display an Adobe Bookmark panel. A bookmark is a type of link with representative text in the Bookmarks panel in the navigation pane and makes it easy for the reader to jump to a destination in the PDF.

f. 508 Compliance

Standards

1. Check all products using a 508 compliance checker software.
2. CMS can accept certain software applications and versions (for example, Adobe Acrobat DC is the latest version and Acrobat 11). CMS-supported applications include Adobe Illustrator

03/17/2021

(CS6), Adobe Acrobat (11), Adobe Photoshop (CS6), and InDesign (CS6 preferred). Adobe Acrobat is the preferred software for documents, as it supports 508 compliant requirements.

3. All products must undergo a manual 508 compliance check that is to include all items in the [508 Compliance Checklist](#).

508 Guidelines

1. [508 Compliance Checklist](#)
2. [HHS Section 508 Guidance](#)
3. Accessibility:
 - a. [Accessibility Checker](#)
 - b. [Excel Accessibility](#)
 - c. [PDF Accessibility](#)
 - d. [PowerPoint Accessibility](#)
 - e. [Word Accessibility](#)

g. Product Deliverables

Publications

The DPIPD Contractor will deliver the final product file in an electronic format for downloadable only products. If the Product Owner finds an issue with 1 or more of the deliverables, the Contractor must resend the full deliverable zip file with the corrected file(s):

Electronic and Downloadable Files

The DPIPD Contractor will email these files for each product to the DPIPD Product Owner:

1. 1 High resolution web-ready PDF file with active links – File must be fully Section 508 Compliant (On a case-by-case basis, the contractor can use a medium resolution to avoid any extremely large files that would take several minutes to download)
2. Section 508 Accessibility Product Report
3. Word file - unlocked
4. PDF file with a “Print-Friendly Version” button located in the top right corner of the page
5. PDF “Print-Friendly Version”
6. A list of the graphics and fonts used to create the product

Print Ready Product Files

Once the DPIPD Contractor completes the electronic and downloadable version of the product, prepare the following print ready files.

Deliver the following list of files for every print product:

- Electronic PDF file

03/17/2021

- Hard copy – Upon request by the DPIPD Product Owner

Make a Print-Friendly Version of the Document

Once the designed document is complete, create a streamlined print-friendly version.

1. In the original InDesign document, perform a “Save As” and name the new document as the print-friendly version.
2. Remove all images and graphics from the document. It must only contain text and or tables, and any CMS, HHS, MLN, and or any other agency or component logos.
3. Hyperlinks must remain blue. Change all other colored text to black **with the exception of the substantive content changes that are in dark red font.**
4. Reformat the document design to compensate for any unintended spaces left by removing images and graphic.
5. Save your document as a PDF.
6. Send the PDF to the DPIPD Product Owner.
7. After creating the print-friendly version of the document, create a “Print-Friendly Version” button.
8. Link the print button to the print-friendly version of the document.

Webinar

A webinar must deliver video and audio content live over the web as opposed to storing the content in a local file first. Sessions should be interactive, and participants need to have an opportunity to engage the presenter with questions. Web service and webinar technology needs to be dependable and reliable. The webinar must be Closed Captioned for the hearing impaired and be 508 compliant. Answer Q & As in a “real time environment”.

Video Transcript for WBT Users without YouTube access

The Video Transcript is a separate Print-Friendly version of the video that a learner may request.

h. Printing Requirements

Standards

When developing a print publication, ensure the number of pages is divisible by 4. This is the most cost effective way to print publications. This doesn't apply to downloadable publications and MLN Matters® Articles.

Margins apply to all print products: 1” left and right margins, 1” top margin, ½” bottom margin.

Table 4. Printing Requirements

<u>Print Format</u>	<u>Info.</u>	<u>Instructions</u>
Fact Sheet	1-8 pages	<p>Cover: White Matte Litho Coated 80 lbs. Paper Print Cover Pages 1 through 4 head to head in 4 color process</p> <p>Text: White paper 60 lbs. weight Print text pages head to head white 60 lb. paper</p> <p>Size: 4 page - 17" x 11" folded to 8 ½" x 11" 6 pages – 11" x 25 ½" folded to thirds</p> <p>Color: 4 color process</p> <p>No Blank pages</p>
Booklet	9-50 pages	<p>Cover: White Matte Litho Coated 80 lbs. Paper Print Cover Pages 1 through 4 head to head in 4 color process</p> <p>Text: White paper 60 lbs. weight Print text pages head to head white 60 lb. paper</p> <p>Size: 4 page - 17" x 11" folded to 8 ½" x 11" 6 pages – 11" x 25 ½" folded to thirds</p> <p>Binding: Perfect Bind text wraparound cover; trim 3 sides</p> <p>Color: 4 color process</p> <p>No Blank pages</p>
Guide or Manual	50+ pages	<p>Cover: White Matte Litho Coated 80 lbs. Paper Print Cover Pages 1 through 4 head to head in 4 color process</p> <p>Text: White paper 60 lbs. weight Print text pages head to head white 60 lb. paper</p> <p>Size: 4 page - 17" x 11" folded to 8 ½" x 11" 6 pages – 11" x 25 ½" folded to thirds</p> <p>Binding: Perfect Bind text wraparound cover; trim 3 sides Or: Punch suitable and insert spiral wire binding</p> <p>Color: 4 color process</p>
Forms	Special Order Only	Requires special funding and printing office approval
Folders	Special Order Only	Requires special funding and printing office approval
Flyers	1 page	<p>Print: White matte 60 lb. paper</p> <p>Size: 8 ½" x 11"</p>

03/17/2021

		Color: 4 color process
Video	SFTP	60 min, 90 min
Audio	SFTP	30 min, 45, min, 60 min, 90 min
Charts	2 pages	Print: White matte 60 lb. paper Size: 8 ½" x 11" Color: 4 color process

5. Standards for Format-Specific Products

a. Podcasts

Standards

1. The Office of Communications (OC) Studio will give you the music selection for the Podcast open and close.
2. Use this standard approved podcast introduction for all podcasts: “Welcome to Medicare Learning Network Podcasts, developed by the Centers for Medicare & Medicaid Services.”
3. Use this standard approved podcast closing for all podcasts: “**Questions?** For additional information about (subject of podcast goes here), contact your Medicare Administrative Contractor or go to our website <https://www.cms.gov/mlngeninfo>.” (**Note:** Podcasts subjects on an MLN Matters® article, include this additional language: “and follow the links to MLN Matters® articles and download the full article on this subject, # (put article number here)”).

Format

1. CMS uses QuickTime Streaming Server (QTSS)
2. MP3 Format
3. 128 or 160 kbps

b. Publications

Standards

1. All hyperlinks are live.
2. No image links should display “Modified” or “Missing”. Be sure to save all linked graphics in a TIF or EPS format. Use Package for InDesign, or Collect for Output for QuarkXPress. When placing EPS files with embedded text, either include the font used or turn the text to outlines.
3. All placed full color photos are in CMYK mode to print properly. If printing CMYK only, convert all spot colors to process.
4. If printing spot colors, only identify colors as spot Pantone colors.
5. Use Photoshop to enlarge and/or modify images before placing in a document. Enlarging an image after you placed it in a document will change the effective resolution. All images must be at least 300 dpi at 100% size.
6. Include all fonts with the completed job. Component must use licensed fonts. CMS uses OpenType (preferred) or TrueType fonts that work well on both PC and Mac platforms. Use correct fonts rather than using styles. We can’t use Adobe Type One fonts.

03/17/2021

7. Include the product title as part of the header or footer on all pages except the front cover and back cover. This doesn't apply to MLN Matters® Articles.
8. If DPIPD gets a final deliverable, we'll make edits to the file using the content file (not the design file).
9. Link to the MLN Publications detail page only when referencing an MLN product.

Format

1. Print-Friendly Version for PDFs

Contractors must create this publication file at the time of delivery and at the same time as the original, 508 compliant file. The file will only include content and logos. Don't save graphics, the lines that create callout boxes, formatting that creates small lettering such as footnotes, or other formatting. This doesn't apply to MLN Matters® Articles.

Note:

- The format boxes show the reader that this is a different item, subject or topic. For a Print-Friendly Version of the PDFs, if all of the verbiage runs together, the callout box information is out of context and doesn't make sense. Turn the colored boxes into gray scale or some other easily identifiable format so the reader understands that this is a separate item, subject, or topic.
- Print-Friendly Versions only apply to PDF products. HTMLs already have a print feature; so they don't require a separate print-friendly version.
- For product naming, please refer to section [IX. Naming and Placing a Product.](#)

2. HTML

- a. HTML products must be an average of 15-40 pages in length
- b. HTML documents must contain 2 main parts
 - i. Head element – contains title and metadata of web document
 - ii. Body element – content of the page
- c. HTML file must contain
 - i. Print button
 - ii. Navigation – tabs or menu
 - iii. Introduction
 - iv. Resources
 - v. Logos and disclaimers
- d. Begin and end the document with HTML
- e. Program the HTML file with a Ctrl find feature so a learner can search for a keyword within an HTML product
- f. HTML file will contain a resume button that allows the learner to resume reading at the last known hyperlink
- g. Web ready, 508 compliant files
- h. Accessibility from any PC Desktop and hand held devices; through multiple browsers

03/17/2021

- i. The DPIPD Contractor must insert Tealium code into HTML files. Use these Tealium code implementation instructions to collect product data on pure HTML pages not driven by Drupal.

Use this Tealium code implementation instructions for any pure HTML pages not driven by Drupal.

Within the <head> of the page:

```
<script src="//tags.tiqcdn.com/utag/cmsgov/cms-www/prod/utag.sync.js"></script>
```

Immediately after the opening <body> tag of the page:

```
<script type="text/javascript">
  (function(t,e,a,l,i,u,m){
    t="cms-www";
    e=/^(www\.)?cms.gov/;
    a=(e).test(window.location.hostname)?'prod':'dev';l="//tags.tiqcdn.com/utag/msgov'+t+''+a+'utag.js';i=document;u='script';m=i.createElement(u);m.src=l;m.type='text/java'+u;m.async=true;l=i.getElementsByTagName(u)[0];l.parentNode.insertBefore(m,l);
  })();
</script>
```

Displaying MLN Publication Revisions

When DPIPD revises a publication, readers will be able to identify what information has changed from the previous publication release.

Non-HTML Publications

The summary of these updates will appear on a separate page titled “What’s Changed?” after the publication’s table of contents but before the introduction page. Updates to revised MLN publications must:

- Have a bulleted summary of changes (not listed word for word) in a callout box
- Be substantive content changes (**altering and or adding new content**) only (not grammatical or plain language edits)
- Have the following language in the beginning of the summarized bulleted list: “What’s Changed?”
- Below the callout box, include the verbiage “You’ll find substantive content updates in dark red font.”
- Have in the body of the product revised substantive content in dark red font. The minimum approved color contrast ratio is 4.5:1 RGB 192
- Have in the body of the product the title description and content is in dark red font for revised or new tables
- Have in the body of the product the title description in dark red font for revised or new figures

Note: The above applies only to new revisions for an MLN product update. Previous revisions that had items in the summarized bulleted list in the callout box and dark red font changes in the product are no longer listed in the summarized bulleted list in the callout box and in dark red font in the next (new) revision. If there are no substantive content edits, have the following language in the callout box “Note: No substantive content updates.”

The following is an example of how DPIPD displays revised publications:

The summarized bulleted list callout box will have the summary of updates. Either depending upon space, you can place the callout box on the cover page below the publication image or it can have its own page after the cover page. If it's a booklet and space doesn't allow for placement on the cover page, you can place the callout box on its own page after the publication's table of contents.

What's Changed?

- Added a section titled “Medicare Coverage of COVID-19 Testing for Nursing Home Residents and Patients.”
- Added the description, instructions, and website link to Requesting an 1135 Waiver

You'll find substantive content updates in dark red font.

All substantive content updates within the publication will be in dark red font. See below example:

Starting on **July 6, 2020**, and for the duration of the public health emergency, consistent with sections listed below of CDC guidelines titled, “Interim SARS-CoV-2 Testing Guidelines for Nursing Home Residents and Healthcare Personnel,” Original Medicare and Medicare Advantage plans will cover diagnostic COVID-19 lab tests and non-cover tests not considered diagnostic.

- Viral Testing of Residents for SARS-CoV-2
- Initial Viral Testing in Response to an Outbreak
- Recommended testing to determine resolution of infection with SARS-CoV-2
- **Public health surveillance for SARS-CoV-2**

Tests that are considered non-diagnostic aren't covered.

HTML Publications

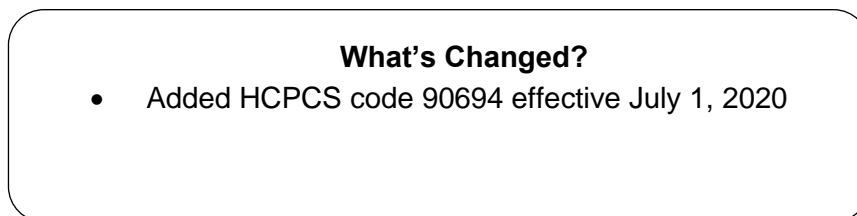
Will have a callout box on the right hand side with the following language “What's Changed?” Updates to revised MLN publications must:

03/17/2021

- Have a bulleted summary of changes (not listed word for word) in a callout box
- Have a callout box located on the right hand side of the main HTML page
- Be substantive content changes (**altering and or adding new content**) only (not grammatical or plain language edits)
- Have the following language in the beginning of the summarized bulleted list: “What’s Changed?”
- Below the callout box, include the verbiage “You’ll find substantive content updates in dark red font.”
- Have in the body of the product the revised substantive content in dark red font. The minimum approved color contrast ratio is 4.5:1 RGB 192
- Have in the body of the product the title description and content is in dark red font for revised or new tables
- Have in the body of the product the title description in dark red font for revised or new figures

Note: The above applies only to new revisions for an MLN product update. Previous revisions that had items in the summarized bulleted list in the callout box and dark red font changes in the product are no longer listed in the summarized bulleted list in the callout box and in dark red font in the next (new) revision. If there are no substantive content edits, have the following language in the callout box “No [MM-DD-YYYY] changes”.

The following is an example of how DPIPD displays revised HTML publications:



You’ll find substantive content updates in dark red font.

c. Videos

Standards

1. Programmers must remove the full-screen option icon that appears in the video at the bottom right of the screen because it isn’t operational in the LMS. When a learner clicks a link to the YouTube site, full-screen operations are allowed. When videos appear in a WBT, use the following instructional verbiage:
“To start the video in the player window on the left, click the Play button. If you can’t see the video player on the left, or the video player doesn’t work, you can

launch the video in a new browser window to view the content on the YouTube website. Click the link to view the video in full screen.”

2. Some learners have firewalls that prevent them from viewing YouTube videos at work. When a product contains a YouTube video, if possible, attach a copy of the transcript so learners who can't view the video will be able to read the transcript.
3. If there are links to MLN Products, link directly to the product, not the detail page.

Descriptions

All PCG video descriptions require PCG to add the following statement: CMS accepts appropriate comments but can't respond to questions in this forum.

d. Web-Based Training (WBT) Courses

Effective February 1, 2021, the Medicare Learning Network (MLN) Learning Management System (LMS) will no longer be available. We're gradually moving content to the cms.gov public facing website.

Standard Operating Procedures (SOP) for posting WBTs to the cms.gov public facing website are under development.

Course Development

- Course content outline
- Technical Storyboard:
 - CMS will be able to edit Storyboards and present in MS Word or MS PowerPoint and not use tables for content
 - 1 storyboard page for each page within the WBT
 - Course content
 - A copy of or description of graphics with copyright clearance
 - Full programmer notes
 - Course map
 - Sequence and pre-requisite controls
 - Must be updated with SME changes and CMS technical changes during the development process
- Sample look and feel:
 - Sample screen that shows button placement, color schema choice and contrast, placement of content, and names of standard navigation buttons
 - Request 2-3 mock-up versions so you've several to choose from
- Prototype:
 - A sample based on selected look and feel for CMS approval
 - Functional navigation that includes clear exit instructions for users in an exit page. Avoid redundant links or buttons, that is, 2 exit buttons.
 - Home page that includes placement of the title and placement of the logos
 - 1-2 functional content pages

03/17/2021

- 1-2 functional quiz or assessment pages
- 1-2 glossary pages or job aids

Note: Functional means that all links work, next and back buttons work and quiz or test/assessment questions give you feedback.

- WBT content, SME Word version: The SME will review this Word document; so it must mirror the content in the storyboards. The final version of this document will be available within the WBT for learners to print the content.
 - For the redline version of the WBT SME storyboard, show content changes. Don't include any formatting changes. (It isn't required to include a chart listing all changes.)
 - Don't place text in boxes for this deliverable. It must read, Lesson 1 page 1 of 12 and then the content. Provide all hyperlink text for web addresses. A sample of an acceptable Word document is available for production guidance, upon request.
 - The Word document must be identical to the WBT content. It's understood that video, some graphics, audio, and animation files can't be included in this document. The Word document of the WBT is designed to give the learner a document to print and use as a reference.
 - All links within the Word document must show the web address (complete URL).
 - Before a Word document is final, you must update it with all SME and CMS technical changes.
 - All quiz or assessment questions must be included in the Word document along with all answers, including the correct answer noted, and feedback for correct and incorrect responses.
 - Minimize large amounts of white space within the document. They waste space.
 - The Word document must have page numbers on each page.
 - When providing definitions or website addresses for hyperlinks, make a distinct note that this is a definition or a website address.

Example of Definition:

Inpatient Hospital Coverage Page 11 of 20

If a beneficiary runs out of renewable benefit days or elects not to use lifetime reserve days, the hospital may submit a Part B claim to Medicare for ancillary services covered under the Medicare Part B benefit if the beneficiary has Medicare Part B benefits available. Medicare Part B coinsurance and deductible will apply.

When the learner clicks on the words highlighted in blue, a pop-up box will appear with the definition of that word.

Definition: Medicare Part B

Medical insurance that helps pay for doctors' services, outpatient hospital care, and other medical services that aren't covered by Part A.

03/17/2021

Example of Website Address:

Inpatient Hospital Coverage Page 17 of 20

Click on the links for more detail on covered services in the inpatient hospital setting

- [Title XVIII of the Social Security Act](#)
- [Regulation \(42 CFR 409.10\)](#)

When the learner clicks on the link [Title XVIII of the Social Security Act](#), a separate window will open and take the learner to the website:

https://www.ssa.gov/OP_Home/ssact/title18/1800.htm

When the learner clicks on the link [Regulation \(42 CFR 409.10\)](#), a separate window will open and take the learner to the website:

<https://www.gpo.gov/fdsys/granule/CFR-2010-title42-vol2/CFR-2010-title42-vol2-sec409-10>

Note: Don't spell out URLs that are links contained within the WBT, such as links for graphics, opening new Windows boxes, or job aids. Only spell out URLs that aren't links within the WBT. (Rationale: Learners won't be able to access any internal WBT links without having to login to the WBT course; however, they will be able to access URLs that are outside of the WBT.)

WBT Courses Course Content Outline

Storyboards:

1. Storyboards must be in Word format and must not use tables for content
2. One storyboard page for each page within the WBT

Course content:

- A copy of or description of graphics with copyright clearance
- Full programmer notes

Course map:

- Sequence and pre-requisite controls
- Must be updated with SME changes and CMS technical changes during the development process

Sample look and feel:

- Sample screen that shows button placement, color schema choice & contrast, and placement of names of standard navigation buttons
- Request 2-3 mock-up versions so you've several to choose from

Prototype:

- A sample based on selected look and feel for CMS approval
- Functional navigation that includes clear exit instructions for users in an exit page
- Avoid redundant links or buttons, for example, 2 exit buttons
- Home page that includes placement of the title, placement of the logos
- 1-2 functional content pages

03/17/2021

- 1-2 functional quiz/assessment pages
- 1-2 glossary pages or job aids
- 508 Compliance software check report and completed 508 compliance checklist as a result of a manual 508 compliance check

Notes:

- Functional means that all links work, next and back buttons work and quiz, test or assessment questions give you feedback.

Word version of WBT - This Word document must mirror the content in the storyboards. SMEs will review it. (It's optional to post the final Word version for the learners.)

Don't place text in boxes for this deliverable. It must read, Lesson 1 page 1 of 12 and then the content. Give all hyperlink text for web addresses listed. A sample of an acceptable Word document is available for production guidance.

The content of the Word document and WBT must be identical. It's understood that video, some graphics, audio, and animation files can't be included in the Word document. This gives the learner with a document to print and use as a reference.

All links within the Word document must give the web address (complete URL).

Update the Word document with all SME and CMS technical changes before finalizing it.

Include all quiz/assessment questions in the Word document along with all answers, the correct answer noted, and feedback for correct and incorrect responses.

Minimize large amounts of white space within the document. They waste space.

Include page numbers on each page of the Word document.

When providing definitions or website addresses for hyperlinks, make a distinct note that this is a definition or a website address.

Note: Don't spell out URLs that are hyperlinks contained within the WBT such as those for graphics, opening of new Windows boxes or job aids. Spell out only those URLs that aren't links within the WBT. (Rationale: Learners won't be able to access any internal WBT links without logging in to the WBT course; however, they will be able to access URLs that are outside of the WBT.)

6. Marketing

Standards

a. MLN Connects Marketing Messages

Refer to the [Product Release for Marketing Messages](#) step-by-step work guide.

b. Publication Descriptions

Write descriptions in a linear format for the MLN Publications list detail page and LMS.

Example: Medicare Disproportionate Share Hospital Medicare Learning Network Fact Sheet
Learn how to qualify, how to count number of beds and patient days, and payment adjustment formulas.

c. Hyperlinked Marketing Graphics (HMG)

Standards

Note: DPIPD staff should review the internal [process](#) before reading the following:

1. An HMG message is an email that contains a hyperlinked image, along with verbiage below the hyperlinked image, for products you've already released.
2. DPIPD must create and give the "go" address to the Contractor. The Contractor must hyperlink the image to the "go" address and not the product URL. (We track "go" addresses instead of product URLs).
 - a. If DPIPD has the "go" address, give it to the Contractor.
 - b. If DPIPD doesn't have the "go" address, the Contractor will put a placeholder in the HMG for the "go" address.
3. DPIPD and the Contractor work together to complete the HMG.

Format

The HMG must be an email. This email must include whatever you want the end user to see. Don't include miscellaneous notes or your signature line, or anything else that you don't want the end user to see.

1. Subject Line: Product name only
2. Body of Email: The HMG image must be either a Joint Photographic Experts Group (JPEG) or a Portable Network Graphics (PNG). Don't use a Portable Document Format (PDF).
 - a. Repeat the verbiage within the HMG image below the HMG image. This complies with 508 and firewall considerations.
 - b. End of Email: Below the HMG image include the following:

03/17/2021

- i. “Click anywhere in the image above to view the (product name – product format)”
- ii. All of the verbiage within the HMG image
- iii. Medicare Learning Network® Content Disclaimer, Product Disclaimer, and Department of Health & Human Services Disclosure

7. Resources

General

- [Bloom's Taxonomy](#)
- [MLN Homepage](#)
- [PCG Communications Standards \(Confluence\)](#) (Use Chrome browser)
- [PCG Communications Standards \(PDF\)](#)
- [Plainlanguage.gov](#) (Section V, Testing, doesn't pertain to DPIPD contractors)

508 Guidelines

- [508 Compliance Checklist](#)
- [HHS Section 508 Guidance](#)

Accessibility

- [Accessibility Checker](#)
- [Excel Accessibility](#)
- [PDF Accessibility](#)
- [PowerPoint Accessibility](#)
- [Word Accessibility](#)

Resources for DPIPD Product Owners only

- [CMS Brand Strategy & Graphic Standards Guide](#)
- [Medicare Web Writing Style Guide](#)