



Communication Accessibility for Individuals with Disabilities

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Purpose

- This session will focus on:
 - Strategies for effectively communicating with individuals with disabilities; and
 - Medicare Health and Drug Plan experiences and lessons learned when communicating with individuals with disabilities.



Panelists

- Kara Ringer, Associate Vice President of Member and Provider Marketing, CareSource
- Rosie Kirchner, Medicare Compliance Officer, Cigna – HealthSpring
- Sean O'Reilly, Senior Vice President, Chief Compliance Officer, Humana



Panel Discussion – Topic 1

Briefly discuss your organization's ability to support accessible communications.



Panel Discussion – Topic 2

Provide a real life example of your organization's best practices in action and discuss their impact on customers.



Panel Discussion – Topic 3

Discuss strategies and tools your organization uses to measure the success of its accessible communications program.



What's Next?

Let's keep the conversation going.



Questions?

For more information, please contact CARS at

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