

# CMS CX Day Agenda – September 30, 2024

**CMS CX Day Theme:** Good CX builds trust and delivers better outcomes for employees and the people we serve. CMS CX Day will move the agency closer towards a future where everyone at CMS understands the needs of our customers, and their role in meeting those needs.

11:00 – 11:05 AM ET	<b>Welcome</b>	Glennette Clark, Presidential Innovation Fellow (GSA/CMS)
11:05-11:15 AM ET	<b>State of CX at CMS</b>	Ariele Faber, CMS Chief Experience Officer
11:15 – 11:30 AM ET	<b>Opening address</b>	Michael Bernier, APG Goal Leader, Chief of the Program Engagement and Performance Branch, Deputy Performance Improvement Officer
11:30 – 11:35 AM ET	Break	
11:35 – 12:20 PM ET	<p><b>Beyond Quantitative Research: Introducing <i>The People Say</i> to Inform Effective Policymaking</b></p> <p><a href="https://www.thepoplesay.org">ThePeopleSay.org</a> is a qualitative research database featuring real-world perspectives of older adults captured through videos, quotes, audio clips, transcripts, diary study activities, and more. It was created to help policymakers, healthcare leaders, and program administrators better ensure that older adults’ needs and preferences are represented in programs and policies that directly affect them. Join the makers of the platform and older adults who participated in the research to learn more about <a href="https://www.thepoplesay.org">ThePeopleSay.org</a> and how you can use it.</p>	<p><b>Moderators:</b></p> <ul style="list-style-type: none"> <li>• Chelsea Mauldin, Executive Director, Public Policy Lab</li> <li>• Narda Ipakchi, Vice President for Policy, The SCAN Foundation</li> <li>• Petey Routzahn, Senior Lead, Public Policy Lab</li> </ul> <p><b>Contributors:</b></p> <ul style="list-style-type: none"> <li>• "Jerry"</li> <li>• "Jason"</li> <li>• "Rita"</li> <li>• "Sandra"</li> </ul>
12:20 – 12:25 PM ET	Break	

12:25 – 1:10 PM ET	<p><b>Crafting a Trauma-Informed Design Scope of Practice</b></p> <p>In this self-reflective and interactive session, participants will explore the concept of a trauma-informed scope of practice—defining the professional boundaries that guide their roles, responsibilities, and ethical commitments. This session emphasizes the importance of creating a framework that supports an ethical stance, psychological safety, transparency, and care, ensuring that trauma-informed principles are integrated into every aspect of design and research.</p>	<p><b>Facilitator:</b></p> <ul style="list-style-type: none"> <li>Rachael Dietkus, LCSW, Founder, Social Workers Who Design, Fellow at RWJF Social Work Futures Lab</li> </ul>
1:10 – 1:15 PM ET	Break	
1:15 – 1:45 PM ET	<p><b>AI in CX</b></p> <p>This panel explores how AI is reshaping the landscape of CX, from enhancing research methodologies to altering service delivery. Our panelists will examine the opportunities and challenges presented by AI in improving customer interactions, decision-making processes, and experience design.</p>	<p><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>Matt Artz, Product Manager, CMS Office of Information Technology</li> </ul> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>Matthew Versaggi, Presidential Innovation Fellow-AI Cohort (GSA/CMS)</li> <li>Craig Stoltz, Senior Advisor, CMS Office of Communications</li> <li>Cody Rutherford, Sr. Principal, Federal Civilian Solutions, Noblis</li> </ul>
1:45 – 1:50 PM ET	Break	
1:50 – 2:35 PM ET	<p><b>Creating safe co-design spaces</b></p> <p>Hear how a US Digital Service (USDS) team brought Medicaid members, community-based organizations, and state staff together with decision makers to identify challenges in the Medicaid renewal experience. Learn how to establish a safe co-design spaces for your customers that allow for honest feedback and prioritize customer needs.</p>	<p><b>Facilitators:</b></p> <ul style="list-style-type: none"> <li>Emily Mann, USDS Team Lead, Medicaid Implementation Support</li> <li>Chris Wren, USDS Engineer, Medicaid Implementation Support</li> </ul>
2:35 – 2:40 PM ET	Break	

2:40 – 3:10 PM ET	<p><b>Patient Advocates and Caregivers: A Live interview</b></p> <p>This dynamic panel will demonstrate several key human-centered design techniques while seeking to gain a practical understanding of the role of the patient advocates and caregivers. Using a research method, we will create space to learn more about the (1) functional roles of patient advocates and caregivers, (2) key focus areas and interactions between healthcare advocates and Medicare providers, and (3) opportunities to better understand the support patient advocates and caregivers need from Medicare and its providers. The discussion will explore the lived experiences of the panelist and how critical communication, responsiveness, and ease of navigating the healthcare system is to enhance the overall experience for both patients and caregivers.</p>	<p><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>• Kayenda Johnson, Human Centered Design Specialist, CMS Office of Information Technology</li> </ul> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Antoinette “AJ” Johnson, Senior Technical Advisor, CMS Office of Security, Facilities and Logistics Operations</li> <li>• Darci Graves, Technical Advisor, CMS Office of Minority Health</li> <li>• Andrew Mack, Deputy Director, Division of Transparency Projects, CMS Center for Program Integrity</li> </ul>
3:10 – 3:15 PM ET	Break	
3:15 – 3:40 PM ET	<p><b>Building Trust through Customer Experience at CMS</b></p> <p>This interactive activity aims to help participants understand CX, why improving CX is essential for building trust in government, and their role in improving CX to build trust at CMS.</p>	<p><b>Co-Facilitators:</b></p> <ul style="list-style-type: none"> <li>• Kayenda Johnson, Human Centered Design Specialist, CMS Office of Information Technology</li> <li>• Glennette Clark, Presidential Innovation Fellow (GSA/CMS)</li> </ul>
3:40 – 3:50 PM ET	<p><b>What is the Workforce Resilience Program</b></p> <p>The Workforce Resilience program is a continuous learning program featuring instructor-led, interactive, practical learning experiences for CMS Federal employees. The goal is to improve the delivery and operations of CMS products and services to become better practitioners of modern ways of working and users of emerging tools and technologies.</p>	<p><b>Presenter:</b></p> <ul style="list-style-type: none"> <li>• Veronica Perez, Product Manager, Workforce Resilience and Center for Enterprise Agility Programs, Office of Information Technology</li> </ul>
3:50 – 3:55 PM ET	Break	
3:55 – 4:00 PM ET	<b>Closing remarks</b>	John Czajkowski, CMS Deputy Chief Operating Officer