# Communication Toolkit User Guide

Utilize these ready-to-use materials to leverage your various communication channels and share information about the Centers for Medicare & Medicaid Services (CMS) public engagement events. Rally your communities to share their experience with the selected drugs and their therapeutic alternatives and make their voice heard. To help you plan, a suggested timeline for using these materials is included.

## **Email Messages**

## Email #1

Introduce the Medicare Drug Price Negotiation Program and educate about upcoming public engagement events and the Drug Price Negotiation Information Collection Request (ICR).

* ***Timeline suggestion****:* Send the week of January 26th.

## Email #2

Share further information about how individuals can become involved in Medicare Drug Price Negotiation Program public engagement events and complete the Drug Price Negotiation ICR to make their voice heard.

* ***Timeline suggestion***: Send the week of February 9th.

## **Social Media**

## Post #1

Use this languageto share on your organization’ssocial media platforms.

* ***Timeline suggestion****:* Post the week of January 26th.

## **Graphic**

Download the Medicare Drug Price Negotiation Program graphicto include in emails, newsletters, or for use on social media.

## **Infographic**

Download the infographic to share in emails, newsletters, or for use on social media.