

# OFFICE OF BURDEN REDUCTION AND HEALTH INFORMATICS (OBRHI)

**IMPORTANT!**  
Executive Order 14058  
"Transforming Federal Customer Experience and Service Delivery to Rebuild Trust in Government", CMS is committed to delivering services equitably and effectively.


**WHO WE ARE**  
A team composed of empathetic designers working daily to improve the lives of those CMS serves. Our team brings formidable skills, deep curiosity, and a commitment to our work.

**WHAT WE DO**  
Build trust with stakeholders to transform messy healthcare challenges into thoughtful accessible healthcare delivery and inspire change.

**IMPORTANT!**  
Supports 9 of CMS' 13 strategic cross-cutting initiatives.

**OUR APPROACH**  
Using HCD and other qualitative research methodologies, we focus on highlighting lived experiences of those accessing and providing healthcare services.

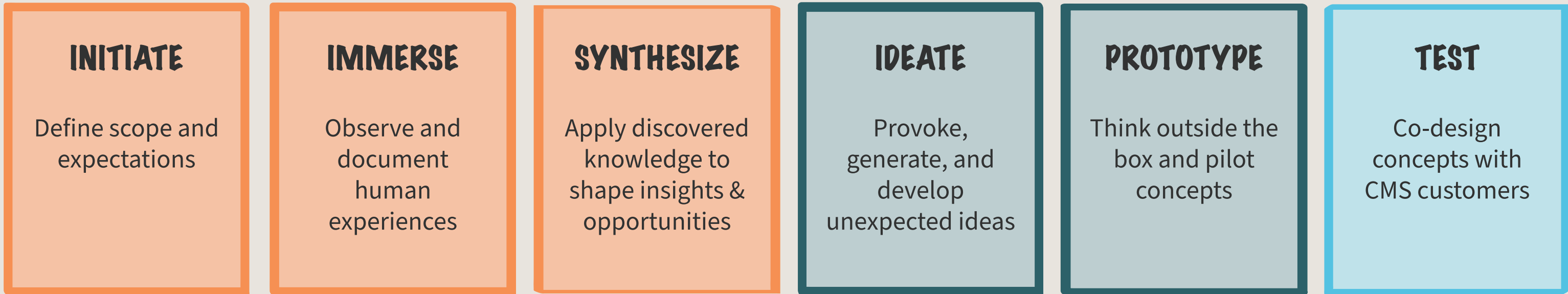
**HOW DO WE DEFINE OUR CUSTOMER?**




- **People Who Use Services & Their Support System**  
(people with Medicare, Medicaid, CHIP, Marketplace, and caregivers)
- **People Who Provide Services**  
(clinicians, providers, facilities, etc)
- **People Who Advocate**  
(advocacy groups, associations, societies, etc)
- **Federal & State Partners**  
(states, HHS, CDC, etc)
- **CMS Partners**  
(program and policy owners)

**WHY WE DO IT**  
To elevate the customers' voice and infuse their perspective into CMS' policies, programs, and operations.

**HUMAN-CENTERED DESIGN (HCD)**  
HCD is organized into three categories: **Discover**, **Conceptualize**, and **Evaluate** with six phases, which are repeatable in an iterative cycle until complete.



**IMPORTANT!**  
Stakeholder involvement is imperative to uncover insights and opportunities for change.

<p><b>CURRENT ENGAGEMENTS</b></p> <ul style="list-style-type: none"> <li>● Oral Health</li> <li>● Behavioral Health</li> <li>● Nursing Home</li> <li>● Future of Work @ CMS</li> <li>● National Directory of Healthcare Providers &amp; Services</li> </ul>	<ul style="list-style-type: none"> <li>● Accountable Care Organizations</li> <li>● Durable Medical Equipment &amp; Suppliers</li> <li>● Inflation Reduction Act Section 11202</li> </ul>	<p><b>PAST ENGAGEMENTS</b></p> <ul style="list-style-type: none"> <li>● Beneficiary Transitions of Care</li> <li>● Dually Eligible Individuals</li> <li>● Hospital Reporting</li> <li>● Dialysis Facilities</li> <li>● Nursing Home</li> </ul>	<ul style="list-style-type: none"> <li>● Chronic Pain</li> <li>● Home Health</li> <li>● Hospice</li> </ul>	<p>CLICK ON QR CODE TO LEARN MORE</p> 
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