

(b)(5)

Thanks,

James

-----Original Appointment-----

**From:** Bataille, Julie (CMS/OC)

**Sent:** Thursday, January 16, 2014 11:46 AM

**To:** Bataille, Julie (CMS/OC); Grothe, Kirk A. (CMS/OIS); Shields, Karen M. (CMS/OIS); Fryer, Teresa M. (CMS/OIS); Marantan, James (CMS/OIS); Tracy, Maria C. (CMS/OIS); Nelson, David J. (CMS/OEM); Linares, George E. (CMS/OIS); Schankweiler, Thomas W. (CMS/OIS); Booth, Jon G. (CMS/OC); Koepke, Christopher P. (CMS/OC); Robinson, Carolyn E. (CMS/OIS); Tierney, Janet L. (CMS/OIS); Patterson, Tiffany D. (CMS/OIS); Kozlowski, Elena G. (CMS/OIS)

**Cc:** Mack, Lisa E. (CMS/OIS)

**Subject:** FW: Conf Call re: Tagging Issues

**When:** Thursday, January 16, 2014 2:30 PM-3:00 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:** (b)(6)

**Importance:** High

**From:** Booth, Jon G. (CMS/OC)

**Sent:** Tuesday, January 14, 2014 06:44 PM

**To:** Nelson, David J. (CMS/OEM); Bataille, Julie (CMS/OC); Wallace, Mary H. (CMS/OC)

**Cc:** Ingram, Shannon M. (CMS/OC); Liverpool, Sheila Faison (CMS/OC)

**Subject:** Re: Call today on tagging issues

Dave, here's a description of the issue as background:

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There is a huge push from the White House to implement a robust and (more importantly) measurable digital ad campaign.

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Please let me know if you have any questions on the issue.

Thanks.

-----Original Appointment-----

**From:** Bataille, Julie (CMS/OC)

**Sent:** Wednesday, January 15, 2014 4:14 PM

**To:** Bataille, Julie (CMS/OC); Tracy, Maria C. (CMS/OIS); Nelson, David J. (CMS/OEM); Linares, George E. (CMS/OIS); Schankweiler, Thomas W. (CMS/OIS); Booth, Jon G. (CMS/OC); Koepke, Christopher P. (CMS/OC); Robinson, Carolyn E. (CMS/OIS); Tierney, Janet L. (CMS/OIS); Patterson, Tiffany D. (CMS/OIS); Kozlowski, Elena G. (CMS/OIS)

**Cc:** Mack, Lisa E. (CMS/OIS)

**Subject:** FW: Conf Call re: Tagging Issues

**When:** Thursday, January 16, 2014 2:30 PM-3:00 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:** (b)(6)

fyi

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**From:** Bataille, Julie (CMS/OC)

**Sent:** Wednesday, January 15, 2014 4:13 PM

**To:** Bataille, Julie (CMS/OC); Nelson, David J. (CMS/OEM); Linares, George E. (CMS/OIS); Schankweiler, Thomas W. (CMS/OIS); Booth, Jon G. (CMS/OC); Koepke, Christopher P. (CMS/OC)

**Cc:** Mack, Lisa E. (CMS/OIS)

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