

DEPARTMENT OF HEALTH & HUMAN SERVICES
Centers for Medicare & Medicaid Services
7500 Security Boulevard
Baltimore, Maryland 21244-1850



CENTER FOR BENEFICIARY CHOICES

REVISED MEMORANDUM

TO: Medicare Prescription Drug Plan Applicants and Public Entities

FROM: Bob Donnelly, Director, Medicare Drug Benefit Group

RE: Issuance of Draft Part D Marketing Guidelines

DATE: June 28, 2005

The second of two installments of the Part D Marketing Guidelines is being provided for a one week industry and public comment period. As with the first installment, CMS, where possible, maintained consistency with Chapter Three of the Medicare Managed Care Manual (Marketing) and adopted several “best practices” from the Medicare Approved Discount Drug Card Information & Outreach guidelines.

This second installment addresses the processes associated with marketing the Medicare Part D prescription drug benefit. Once CMS receives and reconciles all industry and public comments, it will combine Installment I and Installment II into one document, which will then be posted to the CMS Web Site.

Comments on installment II must be received by CMS no later than 5pm EST, Friday, July 8, 2005. Please submit comments via e-mail to drugbenefitimpl@cms.hhs.gov. Please title your E-mail “Installment II Comments”. Additionally, please submit hard copies of your comments to:

Sonia Eaddy
Mail Stop C1-25-05/Location C1-25-04
Attn: Part D Marketing Guideline Comments
7500 Security Boulevard
Baltimore, Maryland 21244-1850