

Evidence of Coverage (EOC) Helpful Information, Hints and Reminders

Important Date(s): **January 31, 2007** - The Evidence of Coverage must be mailed to enrollees.

The EOC is required to be distributed at the time of enrollment and annually thereafter

1) Plans may submit the Evidence of Coverage under the following marketing review methods:

- a) **10-day review period** - When plan uses CMS Model EOC WITHOUT ANY MODIFICATION
- b) **45-day review period** - When plan does not use the CMS Model PDP EOC and/or makes ANY CHANGES to the existing CMS Model EOC.
 - i) Plans that are developing non-model EOCs must use the 2007 PDP EOC Checklist. The checklist is designed to help:
 - (1) Plans develop their EOC and to ensure that required information is not missing from the EOC, and
 - (2) Reviewers locate where the Plan placed required information and may reduce review time
 - ii) The checklist must be submitted as the first page of the PDP EOC when submitting the document via the HPMS PDP Marketing Module.

NOTE: If definitions are added to the CMS MODEL PDP EOC, the piece will not be considered model material, and must be submitted for a 45-day review period. If definitions are the only change from the model, please indicate this information in the additional comments field when submitting the piece for review as it will help the reviewer and may reduce review time.

- c) **Expedited Procedures for Approval of Marketing Materials** as outlined in the August 4, 2006 CMS memorandum from Cynthia G. Tudor, Ph.D., Director Medicare Drug Benefit Group, and David A. Lewis, Acting Director, Medicare Advantage Group.
- 2) **DISAPPROVED MATERIALS** - When any EOC marketing material submission is disapproved and then resubmitted by the Plan, the "review clock" starts over again, at zero-days.
- a) If model PDP EOC is disapproved, and resubmitted, the new review period is 45-days
 - b) If non-model PDP EOC is disapproved, and resubmitted, the new review period is 45-days
 - c) PDPs should contact the appropriate CMS Regional Office for questions regarding the review of marketing materials.