

# Medicare Marketing Guidelines

For Medicare Advantage Plans<sup>1</sup>, Medicare Advantage Prescription Drug Plans, Prescription Drug Plans, Employer/Union-Sponsored Group Health Plans, Medicare-Medicaid Plans, and Section 1876 Cost Plans

This chapter is currently located on the website at:

<https://www.cms.gov/Medicare/Health-Plans/ManagedCareMarketing/FinalPartCMarketingGuidelines.html>

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<sup>1</sup> While Medicare Advantage “plans” are specific benefit packages offered by a Medicare Advantage “organization,” in this chapter, “plan” is used both to refer to the MA plan and to the MA organization offering the plan.