
CMS Manual System

Pub. 100-16 Medicare Managed Care

Department of Health &
Human Services (DHHS)
Centers for Medicare &
Medicaid Services (CMS)

Transmittal 102

Date: October 24, 2011

SUBJECT: Chapter 3 “Medicare Marketing Guidelines”

- I. I. SUMMARY OF CHANGES:** CMS is re-issuing the revised 2012 Medicare Marketing Guidelines that were released on May 17, 2011. This revision deletes section 30.5.1, Multiple Organization Marketing Pieces Created by Agents.

NEW/REVISED MATERIAL - EFFECTIVE DATE*: October 24, 2011

IMPLEMENTATION DATE: October 24, 2011

Disclaimer for manual changes only: The revision date and transmittal number apply to the red italicized material only. Any other material was previously published and remains unchanged. However, if this revision contains a table of contents, you will receive the new/revised information only, and not the entire table of contents.

II. CHANGES IN MANUAL INSTRUCTIONS: (N/A if manual not updated.)
(R = REVISED, N = NEW, D = DELETED) – (Only One Per Row.)

R/N/D	CHAPTER/SECTION/SUBSECTION/TITLE
R	TOC
D	3/30.5.1/ Multiple Organization Marketing Pieces Created by Agents

III. FUNDING: No additional funding will be provided by CMS; contractor activities are to be carried out within their operating budgets.

IV. ATTACHMENTS:

Business Requirements
Manual Instruction
Confidential Requirements
One-Time Notification
One-Time Notification -Confidential
Recurring Update Notification

*Unless otherwise specified, the effective date is the date of service.