

HPMS E-Mail

Date: December 16, 2016

Subject: Change to Aggregate Annual Cap on Nominal Gifts to Medicare Beneficiaries

In a December 7, 2016 ruling, the Office of Inspector General (OIG) determined that \$75 was an allowable annual aggregate value of nominal gifts that a Medicare health plan may provide to a prospective or existing Medicare beneficiary. CMS agrees, and will be increasing the MA limit from \$50 to \$75 per year. This change applies immediately, and will be reflected in next year's release of the Medicare Marketing Guidelines.

Please contact the Marketing Mailbox, at Marketing@cms.hhs.gov, if you have any questions.