

DEPARTMENT OF HEALTH & HUMAN SERVICES
CENTERS FOR MEDICARE & MEDICAID SERVICES
7500 SECURITY BOULEVARD
BALTIMORE, MARYLAND 21244-1850



CENTER FOR MEDICARE

DATE: September 14, 2026

TO: All Medicare Advantage Organizations, Prescription Drug Plans, and Section 1876 Cost Plans

FROM: Vanessa S. Duran
Director, Medicare Drug Benefit and C & D Data Group

SUBJECT: 2027 Star Ratings Marketing Template and Data Disclosure

The purpose of this memorandum is to alert Medicare Advantage Organizations, Cost Plans, and Part D Prescription Drug Plans that the 2027 Medicare Star Ratings marketing template will be available in the Health Plan Management System (HPMS) around October 8, 2026. As in previous years, the template highlights the contract's Star Ratings in a box at the top of the page, and to the right, inside the box, there is room for an optional plan logo.

Additionally, we remind all contracts that **Star Ratings data shared prior to the release of Final Star Ratings in October are preliminary and subject to change**. Thus, plans and related entities should not release information on 2027 Star Ratings through any means until the ratings have been released publicly and are live on the Medicare Plan Finder. Further, CMS prohibits prospective plan year marketing until October 1 of each year for the following contract year.

Additional guidance on the use of Star Ratings in marketing materials may be found at 42 CFR Parts 422 and 423 Subpart V.

Thank you for your continued commitment to the Medicare Advantage and Prescription Drug programs. Please direct questions about the use of Star Ratings in marketing materials to marketing@cms.hhs.gov.