

HPMS E-Mail

Date: September 18, 2014

Subject: Change to the Medicare Marketing Guidelines released June 17, 2014

On June 17, 2014, the Centers for Medicare & Medicaid Services (CMS) released revised Medicare Marketing Guidelines (MMG). We issued an HPMS memorandum on August 14, 2014, clarifying various aspects of the revised MMG, including that MA Plans/Part D Sponsors are prohibited from calling existing enrollees to discuss other plan options (Section 70.6). We have since revisited our decision and concluded that we are reverting to our previous guidance on this matter. Please see the revised language below. This change is effective immediately and the MMG will be updated to reflect this change when we next revise the guidelines.

Plans/Part D Sponsors may do the following:

- * Call members to promote other Medicare plan types, (e.g., sponsors may contact their PDP members to promote their MA-PD offerings; sponsors that are also Medigap issuers may market their MA, PDP, or cost plan products to their Medigap customers), and discuss plan benefits.