



## **MEDICARE DRUG & HEALTH PLAN CONTRACT ADMINISTRATION GROUP**

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**DATE:** December 23, 2014

**TO:** Medicare Advantage Organizations  
Medicare Advantage-Prescription Drug Organizations  
Section 1876 Cost Plans  
Prescription Drug Plan Sponsors  
Employer/Union-Sponsored Group Health  
Plans  
Medicare-Medicaid Plans

**FROM:** Kathryn A. Coleman  
Acting Director

**SUBJECT:** Invitation to Provide Feedback on the Medicare Marketing Guidelines

The Centers for Medicare & Medicaid Services (CMS) invites insight on the latest version of the Medicare Marketing Guidelines (MMG), as well as other areas of marketing operations or policy that should be included in future guidance. Please share feedback on what is working, what is not, and what we can do to continue to improve the MMG and its usefulness for the industry.

We are soliciting comment through a new tool on the following topics:

- Physician Activities
- Website Requirements/Social Media
- Scope of Appointment

This survey can be completed anonymously. However, you may provide your contact information if your organization is interested in further discussion with CMS.

The survey tool will be available from December 23, 2014, through January 9, 2015. Click on the following link to provide your feedback:  
[http://hpms.cms.fu.com/surveys/mmpq2014\\_12/hpms\\_mmpq\\_start.asp](http://hpms.cms.fu.com/surveys/mmpq2014_12/hpms_mmpq_start.asp). Note that the survey tool is accessible via the Internet; HPMS access is **not** required.

If you have any questions regarding the questionnaire, please submit them to [Marketing@cms.hhs.gov](mailto:Marketing@cms.hhs.gov) and include "MMG Policy Questions" in the subject line of your email. Thank you for your participation.