



MEDICARE DRUG & HEALTH PLAN CONTRACT ADMINISTRATION GROUP

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. 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 and include "MMG Policy Questions" in the subject line of your email. Thank you for your participation.