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MEMORANDUM

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

FROM: Cynthia Tudor, Ph.D., Director, Medicare Drug Benefit Group
David A. Lewis, Acting Director, Medicare Advantage Group

RE: Medicare Marketing Guidelines Update for CY 2007

DATE: July 25, 2006

The Centers for Medicare & Medicaid Services (CMS) is releasing an update to the Medicare Marketing Guidelines for Medicare Advantage (MA), Medicare Advantage Prescription Drug Plans (MA-PD), Prescription Drug Plans (PDP) and 1876 Cost Plans, last updated on November 1, 2005. Please access the documents at:
www.cms.hhs.gov/PrescriptionDrugCovContra/Downloads/FinalMarketingGuidelines.pdf.

This update is based on feedback from the recent public comment period and includes clarifications to existing policy and new information resulting from policy or operational decisions. Information updated since the November 1, 2005, are underlined and in red bold italics. The following sections contain new information:

- Section 2 – Definitions (primarily based on information that was re-located to this section)
- Section 13 – Guidance for Employers/Unions (substantial revisions)
- Section 14 – Guidance for Special Needs Plans (primarily based on information that was re-located to this section)
- Appendix II – Call Center Requirements (all new information)

The updated Medicare Marketing Guidelines apply to all CY 2007 marketing materials and any additional CY 2006 marketing materials (e.g., File & Use) submitted after August 1, 2006, unless otherwise specified in the guidelines.

Thank you for your continuing efforts to ensure that beneficiaries receive helpful information that is clear and accurate.