

DEPARTMENT OF HEALTH & HUMAN SERVICES  
Centers for Medicare & Medicaid Services  
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## **CENTER FOR BENEFICIARY CHOICES**

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Date: October 16, 2007

To: All Medicare Advantage Organizations and Prescription Drug Plan Sponsors

From: Abby L. Block  
Director

Subject: HPMS Submission of Sales Event Data for Medicare Advantage Organizations (MAOs) and Prescription Drug Plan Sponsors (PDPs)

To better facilitate the submission of marketing event data, CMS has developed new functionality within the HPMS Marketing Modules where Plans and Sponsors can input their events and automatically attest to their accuracy. Marketing event submissions will still be required monthly on the 20<sup>th</sup> for the following month's activity. Once this new process for event data submission is implemented, submission of the Excel file to either your Account or Plan manager will no longer be required.

The new functionality will be available on October 12, 2007 for MA plans in the MA Marketing Module and on October 26, 2007 for PDPs in the PDP Marketing Module. Therefore, MA Plans will have from October 12<sup>th</sup> until October 20<sup>th</sup> to submit their event data for November. PDPs should submit marketing events via the Excel spreadsheet method for events scheduled in the month of November and convert to the new method by November 20, 2007 for the December event submission.

Instructions on how to use this module will be available in the HPMS Marketing User Guide accessible at the bottom left-hand side of your HPMS Marketing Module screen. We appreciate your continued cooperation in this important requirement.