

HPMS E-Mail

Date: September 24, 2020

Subject: Updated Usage Instructions for the Medicare Card Image

The Centers for Medicare & Medicaid Services (CMS) has updated instructions regarding use of the official Medicare Card. An image file and usage instructions for a sample official Medicare Card are posted on [cms.gov](https://www.cms.gov). These instructions replace any prior restrictions CMS provided for using the Medicare Card image in digital or web communications, including the February 2, 2018, Health Plan Management System memo entitled “New Medicare Card high resolution image for print materials.” If you need more information or resources about the Medicare Card, visit [cms.gov/newcard](https://www.cms.gov/newcard).

If you need assistance with the Medicare Card image file, contact MultimediaServices@cms.hhs.gov.

