



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

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DATE: December 31, 2020

TO: All Organization Types and Stakeholders

FROM: Kathryn A. Coleman  
Director

SUBJECT: HPMS Marketing Module Update and Demonstration Sessions

CMS announces a future update to the Health Plan Management System (HPMS) Marketing Module to improve the layout and navigation flow of the module and provide a more intuitive and user-friendly system for submitting materials to CMS. Prior to the May 28, 2021, release date of the new module, CMS announces three demonstration sessions for the industry.

Module improvements include:

- The elimination of material categories and codes for submissions. Instead, plan users navigate a series of targeted questions/responses that automatically categorize the materials.
- Improved categorization of materials by *CMS required* materials (e.g., the Annual Notice of Change), and *plan created* materials (e.g., newspaper advertisements).
- The ability to designate the certain material's "life cycle," greatly reducing the need to mark materials "no longer in use" through a material expiration date.
- An updated process for submitting multi-plan marketing materials, providing plans with greater ability to manage materials used by third parties.
- A modernized user interface including new submission and management workflows to provide an improved platform to manage materials.

As noted above, prior to the scheduled release date CMS will provide the industry with three demonstration sessions to walk users through the Marketing Module and consider what internal processes may need updating.

- Session one will focus on Medicare Advantage, Medicare Prescription Drug plan, and Section 1876 cost plan marketing workflows and will be held on February 10, 2021 at 1:00 EST.
- Session two will focus on Medicare-Medicaid Plan (MMP) and Minnesota Senior Health Options (MSHO) plan marketing workflows and will be held on February 11, 2021 at 1:00 EST.
- Session three will focus on Programs of All-Inclusive Care for the Elderly (PACE) marketing workflows and will be held on February 17, 2021 at 1:00 EST.

CMS will provide additional training as needed. We look forward to your participation in the above preview demonstrations.