

HPMS E-Mail

Date: October 01, 2020

Subject: 2021 Star Ratings Marketing Template

The purpose of this email is to alert Medicare Advantage Organizations, Cost Plans, and Part D Prescription Drug Plans (collectively referred to as Plans) that the 2021 Medicare Star Ratings marketing template will be available in HPMS along with the release of the 2021 Star Ratings on the Medicare Plan Finder (MPF). Plans (or their employees) may not release information on their 2021 Star Ratings through any means until the ratings have been released publicly and are live on the MPF.

Additional guidance on the use of Star Ratings in marketing materials may be found in the Medicare Communications and Marketing Guidelines at: <https://www.cms.gov/Medicare/Health-Plans/ManagedCareMarketing/FinalPartCMarketingGuidelines>. Thank you for your continued commitment to the Medicare Advantage and Prescription Drug programs. Please direct questions about the use of Star Ratings in marketing materials to marketing@cms.hhs.gov.

