

DEPARTMENT OF HEALTH & HUMAN SERVICES  
Centers for Medicare & Medicaid Services  
7500 Security Boulevard  
Baltimore, Maryland 21244-1850



## **CENTER FOR DRUG and HEALTH PLAN CHOICE**

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**DATE:** September 12, 2008

**TO:** All Medicare Advantage Organizations, Prescription Drug Plan Sponsors and 1876 Cost Plans

**FROM:** Teresa A. DeCaro, RN, M.S., Acting Director /s/  
Medicare Drug and Health Plan Contract Administration Group

**SUBJECT:** 2009 Checklists for Medicare Advantage and Prescription Drug Plan Marketing Materials

CMS is releasing the 2009 checklists to help plans develop marketing materials for CY 2009 that comply with CMS requirements. Checklists are attached for the Summary of Benefits (SB), Annual Notice of Change and Evidence of Coverage ANOC/EOC, Provider Directory, and Pharmacy Directory. The checklists outline all marketing requirements for a particular marketing piece. The plan must indicate on the checklist where all elements are in the material. Upon completion, the checklist and marketing piece must be submitted together for review and approval. The checklist will ensure that marketing materials are compliant with CMS guidance.

If you have questions related to the 2009 checklist please contact your CMS Regional Office.