



MEDICARE DRUG AND HEALTH PLAN CONTRACT ADMINISTRATION GROUP
MEMORANDUM

DATE: September 17, 2009

TO: All Part D Sponsors

FROM: Teresa DeCaro, RN, M.S. /s/
Acting Director

SUBJECT: Medicare Prescription Drug Benefit Program Mark

In accordance with section 150 of the Medicare Marketing Guidelines, the Centers for Medicare & Medicaid Services (CMS) will issue the official Medicare Prescription Drug Benefit Mark to Medicare health plans offering the Part D prescription drug benefit. Part D sponsors may use the Medicare Mark's image on marketing materials as defined in section 20 of the Medicare Marketing Guidelines.

Prior to distribution, Part D sponsors must sign and return the attached license agreement between CMS and the Medicare Part D sponsor for the use of the Medicare Mark. By signing the license agreement, Part D sponsors are attesting to the appropriate use of the Medicare Mark as described in the Medicare Marketing Guidelines. The agreement has been signed on behalf of CMS and requires the signature of an officer or a designee able to legally bind the organization. The license agreement is effective for a single contracting year. Please note that all renewing Part D sponsors also must submit a signed license agreement in order to continue use of the Medicare Mark during contract year 2010.

Although CMS is releasing the Medicare Mark at this time to allow Part D sponsors to develop marketing materials, it is important to emphasize that the distribution of the Medicare Mark is not an indication that sponsors contracts have been approved. If the plan contract is not approved, sponsors must cease using the Medicare Mark. Failure to do so may result in fines and penalties.

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Retain a copy of the signed license agreement for your file and return the original to:

Stacie McBride
Mail Stop C1-25-04
Attn: Part D Medicare Prescription Drug Benefit Program Mark
7500 Security Boulevard
Baltimore, Maryland 21244-1850
Stacie.McBride@cms.hhs.gov

Upon receipt of the signed license agreement, a URL link to the Medicare Mark will be emailed to the plan. After receipt of the URL, Part D sponsors may begin using the Mark on marketing materials (including the Part D membership card) that are required to be submitted to CMS for review. If you have questions related to the Medicare Mark, please contact Stacie McBride at 410-786-5492 or by email at Stacie.McBride@cms.hhs.gov.

Thank you for all your help in ensuring the success of the Parts C and D programs.