

**Summary of HPMS Releases**  
For the week ending October 17, 2008

**Title: EMAIL NOTIFICATION**

**Date: 10/16/08**

**Summary:** In accordance with the Paperwork Reduction Act of 1995, the draft 2010 Plan Benefit Package (PBP) and Formulary Submission has been posted for a 60 day public comment period. This package includes a list of changes between the CY2009 and the CY2010 PBP and Formulary files as well as updated PBP screenshots and formulary file layouts. The documents may be downloaded at

<http://www.cms.hhs.gov/PaperworkReductionActof1995/PRAL/list.asp?listpage=1>

**Title: MTMP Monitoring Support Data Collection**

**Date: 10/16/08**

**Summary:** To monitor Part D sponsors' MTMPs and to ensure that sponsors are evaluating their programs in compliance with the outcome measures stated in their CMS-approved MTMP application, CMS has entered into a contract with Optimal Solutions Group, LLC (Optimal). Optimal will develop a data collection instrument to collect sponsors' MTMP outcomes measurements and will analyze these data. Initially, Optimal will collect data and materials, as a pilot, from a small number of sponsors (approximately ten) with a CMS-approved MTMP in regards to interventions and outcomes to test the evaluation design and collection tool. Following the pre-testing period, Optimal will collect data and materials from all sponsors with a CMS-approved MTMP.

**Title: Medicare Prescription Drug Benefit Manual – Chapter 1**

**Date: 10/16/08**

**Summary:** This chapter provides an introduction to the PDBM, including: \* Background regarding the establishment of the Voluntary Prescription Drug Benefit Program (Part D). \* Definitions of important concepts used throughout the PDBM. \* Part D sponsor cost-sharing in beneficiary education and enrollment-related costs.

**Title: Identifying Key Information in Social Security Administration Letters to Low-Income Subsidy Applicants**

**Date: 10/16/08**

**Summary:** Beneficiaries who apply and qualify for LIS with SSA are awarded either the full or partial subsidy based on their income and resources. SSA takes an action on LIS awards, providing the beneficiary with a letter indicating whether it is for the full or partial subsidy, as well as related cost sharing information. The purpose of this note is to assist plans in interpreting the LIS information on the SSA notices.

**Title: Submission of Marketing Materials, HPMS Expected Mail Dates for the Annual Notice of Change/Evidence of Coverage and 508 Compliance**

**Date: 10/16/08**

**Summary:** CMS is providing clarification on the submission marketing materials for websites, Summary of Benefits (SB) and Annual Notice of Change/Evidence of Coverage (ANOC/EOC). Organizations are also reminded of compliance with Section 508 of the Rehabilitation Act for the Internet and the expected mail date that must be entered for the ANOC/EOC upon uploading in HPMS.

**Title: Medicare Prescription Drug Benefit Manual – Chapter 14**

**Date: 10/17/08**

**Summary:** This revision incorporates policy changes and clarifications we have made in the 2008 and 2009 Call Letters, HPMS memoranda, and other guidance documents since the chapter's original issuance on December 17, 2006.

**Title: 2<sup>nd</sup> Group of Marketing Questions for regulations in CMS 4131-F and CMS 4138-IFC**

**Date: 10/18/08**

**Summary:** On September 15, 2008, CMS released guidance to help plans implement the new Medicare regulations, CMS 4131-F and CMS 4138-IFC. CMS is providing additional clarification in this memo in response to marketing questions received on educational vs. marketing events, marketing through unsolicited contacts, scope of appointments, provider marketing, meals, cross-selling, compensation, and co-branding. The memo also includes reminders to plans on current policy regarding marketing violations and use of the Medicare name.