



To: Presidents/Chief Executive Officers of Current and Applicant Medicare Advantage Organizations, Medicare Cost-based Plans, Health Plan Demonstrations and other interested parties

From: Patricia Smith, Director, Medicare Advantage Group  
Robert Donnelly, Director, Medicare Drug Benefit Group

Subject: Industry Training on Medicare Advantage Marketing Guidelines for MA and MA-PD Plans

Date: May 20, 2005

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The Centers for Medicare & Medicaid is pleased to announce the 2006 Medicare Advantage Marketing Training. This two-day training will be held on June 2-3, 2005, at the CMS Auditorium in Baltimore, Maryland.

CMS has designed this training so that those individuals who are directly involved in marketing material development and its dissemination will gain an understanding of the rules and processes that will govern the marketing activities of MA and MA-PD plans.

- **Day One** - All participants will receive information on changes in the Medicare Managed Care Marketing guidelines, including the new streamlined review process and File and Use Certification process. Additionally a special session will provide a brief overview of marketing policies and processes for organizations participating in the MA program for the first time.
- **Day Two** -The training will consist of a detailed presentation of the new Medicare Prescription Drug Benefit marketing material guidelines. Attendees will be the first to be formally trained on this important aspect of the Part D benefit. There will also be a walk-thru of the Health Plan Management System (HPMS) MA-PD and PDP Marketing Modules and the marketing materials review process.

Due to limited seating capacity, CMS will only be able to accommodate one person per organization. However, CMS will make available a conference phone line, and materials via email (a separate email about phone participation will be sent as the date for this event approaches) for those individuals who are unable to attend in person. Conference phone lines are open to listen-only mode except during the Q and A session.

We hope you will join us at this important event. Driving directions, instructions for entering the CMS campus, parking, and a short list of nearby hotel accommodations are attached. Attendees

must click on the following Internet link, to register for the conference. In this link, there is also a brief survey that attendees will need to complete, that will allow CMS to collect RSVP information, as well as information to help CMS better understand the needs of our audience and make preparations accordingly. Please forward this letter to the individuals who will be participating in this conference.

<http://www.zoomerang.com/survey.zgi?p=WEB224CZ82HQ9G>

On-line registration via Zoomerang will end on May 25, 2005, at 4:00 p.m., EDT.

We will make every effort to meet the needs of anyone who requires special accommodations to attend the training. If you have any such needs, please contact Camille Brown at [camille.brown@cms.hhs.gov](mailto:camille.brown@cms.hhs.gov)

Sincerely,

/s/  
Patricia P. Smith  
Director  
Medicare Advantage Group

/s/  
Robert J. Donnelly  
Director  
Medicare Drug Benefit Group

Enclosures