MEDICARE MODERNIZATION ACT
MA AND MA-PD MARKETING TRAINING

CMS HEADQUARTERS, BALTIMORE, MARYLAND

June 2, 2005 (8:00am-4: 30pm)

Draft Conference Agenda

Topic	Time
REGISTRATION – All Plan Participants	7:00 am
• **Marketing 101 for New Participants:** ✧ Pre-Enrollment ✧ Post-Enrollment ✧ Other Marketing Activity	8:30-9:00am
• Welcome	9:00-9:15am
• Opening Remarks	9:15-10:00am
• Plans Best Practice	10:00-10:30am
• **General Session (includes lunch break)** ✧ Marketing Direction; MA and MA-PD ✧ New Changes in Marketing Guidelines ✧ Streamline Review Process ✧ -File and Use Eligibility ✧ -File and Use Certification ✧ Overview of Health Plan Management System Marketing Module (HPMS) ✧ Policy Updates: ✧ -Lock-In/ANOC ✧ -SNP ✧ -Regional PPO ✧ Q & A Session	11:00 am 4:00 pm