



MEDICARE DRUG & HEALTH PLAN CONTRACT ADMINISTRATION GROUP

DATE: October 20, 2016

TO: PACE Organizations
State Administering Agencies

FROM: Kathryn A. Coleman
Director

SUBJECT: Issuance of Program of All-Inclusive Care for the Elderly Marketing Guidelines and PACE Marketing Mailbox

This memorandum announces the release of the draft Program of All-Inclusive Care for the Elderly (PACE) Marketing Guidelines (PMG) for comment. We have reorganized the PMG into a more user friendly format.

Due to the extensive updates to these guidelines, releasing a redlined version seemed impractical. We urge all stakeholders to review the document in its entirety. However, we would like to highlight the following updates:

- 30.4 – Requirements Pertaining to Non-English Speaking Populations – we note that POs are covered entities under section 1557 of the Affordable Care Act.
- 40.8 - Marketing of Alternative Care Setters (ACS) – we have added guidance specific to the marketing of ACSs.
- 60 – Required Information to Be Conveyed through Marketing Materials – in this section we more clearly outline the regulatory requirements regarding the information that must be provided to participants/potential participants.
- 90 – The Marketing Review Process – All POs are required to use HPMS for submitting marketing materials that would have previously been submitted as a part of an application.

We have also developed a new mailbox designed for PACE marketing questions. The mailbox uses the already familiar portal where Level II events and PACE operations questions are being submitted; POs will now have a third option entitled “Marketing/Compliance”.

The direct link to the PACE Marketing/Compliance Mailbox is <https://dmaportal.lmi.org/DMAOMailbox/dmaodscm.aspx>.

All comments must be submitted on the attached Excel spreadsheet through the new PACE Marketing/Compliance Mailbox not later than 5pm EST November 10, 2016.