

DEPARTMENT OF HEALTH & HUMAN SERVICES  
Centers for Medicare & Medicaid Services  
Center for Medicare  
7500 Security Boulevard  
Baltimore, Maryland 21244-1850



## **MEDICARE DRUG & HEALTH PLAN CONTRACT ADMINISTRATION GROUP**

**DATE:** October 2, 2018

**TO:** PACE Organizations  
State Administering Agencies

**FROM:** Kathryn A. Coleman  
Director, Medicare Drug & Health Plan Contract Administration Group

**SUBJECT:** Issuance of Marketing Guidelines for Programs of All-Inclusive Care for the Elderly

CMS has updated the Marketing Guidelines for the Programs of All-Inclusive Care for the Elderly (PACE). The new guidelines are effective immediately.

Important updates include the following:

- Section 20 – Required Information to Be Conveyed through Marketing Materials - Outlines information that must be provided to participants and potential participants.
- Section 30.1 – The Marketing Review Process – Notifies POs of the required use of HPMS for marketing materials that were previously submitted as part of an application.
- Section 40.1 Anti-Discrimination - Highlights anti-discrimination requirements.
- Section 50.4 – Product Endorsements/Testimonials – Outlines requirements for participant endorsements/testimonials.
- Section 50.5 – Marketing of Alternative Care Settings (ACS)

Questions may be directed to the PACE Marketing/Compliance Mailbox at:  
<https://dmaoportal.lmi.org/DMAOMailbox/dmaodscm.aspx>.