

HPMS E-Mail

Date: October 12, 2018

Subject: Marketing Guidelines Link Correction and Updated Star Ratings Marketing Template

In the 10/5/18 email announcing the 2019 Star Ratings Marketing Template, the link to the Marketing guidelines was incorrect. The Marketing guidelines can be found at

<https://www.cms.gov/Medicare/Health-Plans/ManagedCareMarketing/FinalPartCMarketingGuidelines.html>.

Also, due to Wednesday's update to the Marketing Template, Part C/D sponsors may need to redownload their contracts' templates to ensure the correct Customer Service Call Center Hours of Operation are listed from October 1 - March 31 and April 1 - September 30.