

## **HPMS E-Mail**

**Date:** June 15, 2018

**Subject:** Reminder regarding Permissible Communications to Cost Plan Enrollees

CMS reminds cost plans that they have wide latitude to communicate with their current enrollees regarding plan business. This includes communicating with current enrollees about the impact of the cost plan transition requirements specified in the Medicare Access and CHIP Reauthorization Act of 2015 (MACRA).

In section 80.4.1 of the 2018 Medicare Marketing Guidelines, we specify that plans may reach out to their current enrollees to discuss “plan business.” This means that organizations may communicate with their current cost plan members at any time to discuss plan business, including contacting current enrollees to promote other Medicare plan types (e.g., MA, Part D, cost, or Medigap plans) and/or plan benefits. This includes discussing an enrollee’s status that may include non-renewing or deeming. These communications must not be misleading. Therefore, please keep in mind the status of plan offerings as CY 2019 bids are currently under review and final contracts have not been signed.

Questions regarding this matter may be directed to your Regional Office Account Manager.