

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



CENTER FOR BENEFICIARY CHOICES

MEMORANDUM

DATE: August 16, 2006

TO: Medicare Advantage (MA) Organizations
1876 Cost Plans
Demonstrations
Prescription Drug Plans (PDP)

FROM: Cynthia G. Tudor, Ph.D. Director, Medicare Drug Benefit Group
David A. Lewis, Acting Director, Medicare Advantage Group

SUBJECT: Health Plan Management System (HPMS) – Enhancements to the MA, MA-PD,
and PDP Marketing Modules

The Centers for Medicare & Medicaid Services (CMS) uses the Health Plan Management System (HPMS) to administer the review and approval process for all plan marketing materials as required by the Medicare Marketing Guidelines.

CMS has enhanced the functionality of the HPMS MA, MA-PD, and PDP Marketing Modules to allow for the selection and designation of specific marketing materials at the Plan Benefit Package (PBP) or Plan level. Specifically, this new enhancement will allow the industry to designate plan identifiers for certain marketing materials through the HPMS Marketing Modules. The HPMS Marketing Modules will now 1) Allow for effective processing of marketing materials, and 2) Ensure organizations meet marketing material requirements for all constituent plans. The new requirement will apply to materials including: Summary of Benefits, Evidence of Coverage, and all Annual Notices of Change

Organizations that submit materials after September 1, 2006, will be required to select from the current list of Plan Ids, for their contract/MRT or MCG when submitting materials in the HPMS Marketing Module. Consistent with Medicare Marketing Guidelines, organizations will not be able to update data for a submitted material but must resubmit amended materials. Technical instructions will follow to offer specific guidance on enhanced features.

If you have questions related to this matter, please email them to the following email address:
marketing@cms.hhs.gov .