

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



CENTER FOR MEDICARE

DATE: November 20, 2013

TO: Medicare Advantage Organizations, Medicare Advantage-Prescription Drug Organizations, Section 1876 Cost Plans, Prescription Drug Plan Sponsors Employer/Union-Sponsored Group Health Plans, and Medicare-Medicaid Plans

FROM: Danielle R. Moon, J.D., M.P.A.
Director, Medicare Drug & Health Plan Contract Group

Cynthia G. Tudor, Ph.D.
Director, Medicare Drug Benefit and C & D Data Group

SUBJECT: Invitation to Provide Feedback on the Medicare Marketing Guidelines

The Centers for Medicare & Medicaid Services (CMS) invites insight on the latest version of the Medicare Marketing Guidelines (MMG) (<http://cms.gov/Medicare/Health-Plans/ManagedCareMarketing/FinalPartCMarketingGuidelines.html>), as well as other areas of marketing operations or policy that should be included in future guidance. Please share feedback on what is working, what is not, and what we can do to continue to improve the MMG and its usefulness for the industry.

We are soliciting comment through a new tool on the following topics:

- Outbound Enrollment Verification
- Website Requirements
- Marketing and Sales Oversight

This survey can be completed anonymously. You may provide your contact information if your organization is interested in further discussion with CMS.

The survey tool will be available from November 20, 2013 through December 4, 2013. Click on the following link to provide your feedback:
http://hpms.cms.fu.com/surveys/mmg2013_11/hpms_mmg_start.asp. Note that the survey tool is accessible via the Internet; HPMS access is **not** required.

If you have any questions regarding the questions, please submit them to Marketing@cms.hhs.gov and include "MMG Policy Questions" in the subject line of your email. Thank you for your participation.