

HPMS E-Mail

Date: February 09, 2022

Subject: Medicare Advantage and Part D Communications & Marketing Guidelines

The Centers for Medicare & Medicaid Services (CMS) is pleased to announce the release of the Medicare Advantage and Part D Communications & Marketing Guidelines (MCMG). This manual provides operational guidance and instructions for the communication and marketing requirements under subpart V of 42 CFR parts 422 and 423. The MCMG is effective upon release and posted at: <https://www.cms.gov/Medicare/Health-Plans/ManagedCareMarketing/FinalPartCMarketingGuidelines>.

If you have any questions, please contact your Account Manager and/or Marketing Reviewer.