

HPMS E-Mail

Date: September 29, 2022

Subject: 2023 Star Ratings Marketing Template

The purpose of this email is to alert Medicare Advantage Organizations, Cost Plans, and Part D Prescription Drug Plans (collectively referred to as Plans) that the 2023 Medicare Star Ratings marketing template will be available in the Health Plan Management System (HPMS) around October 6, 2022. As in previous years, the template highlights the contract's Star Ratings in a box at the top of the page, and to the right, inside the box, there is room for an optional plan logo. Plans and related entities may not release information on 2023 Star Ratings through any means until the ratings have been released publicly and are live on the Medicare Plan Finder.

Additional guidance on the use of Star Ratings in marketing materials may be found at 42 CFR Parts 422 and 423 Subpart V. Thank you for your continued commitment to the Medicare Advantage and Prescription Drug programs. Please direct questions about the use of Star Ratings in marketing materials to marketing@cms.hhs.gov.