

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



CENTER FOR BENEFICIARY CHOICES

MEMORANDUM

TO: Medicare Advantage Organizations, 1876 Cost Plans, and Medicare Prescription Drug Plans

FROM: Gary Bailey, Deputy Director Health Plan Policy and Operations

RE: Marketing Material Submissions

DATE: May 5, 2006

Organizations are reminded to carefully evaluate all marketing materials to ensure completeness and accuracy during development, as well as submitting materials to the Centers for Medicare & Medicaid Services (CMS) under the appropriate material category and code.

For example, the intent of direct mail advertising as described in the Medicare Marketing Guidelines is to attract or appeal to a potential enrollee, intended to be viewed quickly by a potential enrollee, is short in length/duration, and does not contain the same level of detail expected in other marketing materials. As further clarification, direct mail advertising should be one page or less, not addressed to individuals personally, and typically sent third class mail. Materials meeting these criteria must follow all advertising requirements and can be submitted under material code 4001 (Advertising, Direct mail pieces). These materials can be submitted under File & Use or for a 45-day review. However, direct mail pieces that resemble marketing letters that do not meet the criteria for direct mail advertising must follow pre-enrollment requirements and be submitted under material code 9000 (all other marketing materials) for a 45-day review.

We appreciate your support in the marketing review process to ensure beneficiaries receive timely and accurate marketing materials. If you have any questions concerning the appropriate submission of marketing materials, please contact your regional office reviewer.