

Department of Health & Human Services
Centers for Medicare & Medicaid Services
Center for Beneficiary Choices
7500 Security Boulevard, Mail Stop C4-22-04
Baltimore, Maryland 21244-1850



MEDICARE DRUG AND HEALTH PLAN CONTRACT ADMINISTRATION GROUP

Memorandum

DATE: March 4, 2009

TO: Medicare Advantage Organizations
Medicare Advantage-Prescription Drug Organizations
Cost-Based Contractors
Prescriptions Drug Plan Sponsors

FROM: Abby L. Block /s/
Director, Center for Drug and Health Plan Choice

SUBJECT: Reminder to Plans Regarding the Use of Third Party Marketing Entities

In our memo of November 10, 2008, we provided guidance regarding the responsibility of plans using third-party entities to generate leads or otherwise market to Medicare beneficiaries. Since that time, we have received a number of requests from agents, brokers, and other third-party marketing entities regarding the use and approval of marketing materials that they have developed. Please note that Contracted Medicare Advantage Organizations, Prescription Drug Plan (PDP) Sponsors, and Cost Plans are responsible for all plan communication materials, including marketing materials that are developed by third parties and contracted entities that represent the organization. Before these materials can be used, they must be submitted by the Medicare Advantage or PDP sponsor through the Health Plan Management System and may be subject to review and approval.