YOUR IMPORTANT ROLE

Welcome to the World of Outreach!

MedicareRx
Prescription Drug Coverage

The Medicare Prescription Drug, Improvement and Modernization Act, also known as the *Medicare Modernization Act*, is bringing better benefits and more health plan options to people with Medicare, including prescription drug coverage beginning January 1, 2006. You are a trusted source of information in your community and have a unique ability to connect with the people you serve, including those with Medicare.

Without the help of outreach partners like you, many people with Medicare would not get the information they need to make informed choices about their health care, especially about prescription drug coverage.

The Centers for Medicare & Medicaid Services is working to implement these important new benefits and options, and this Information Folder is a first step in making people with Medicare aware of the changes.

This Information Folder provides you with the information and resources you need to give the people you serve reliable information about Medicare's new prescription drug coverage and to help them enroll in a Medicare prescription drug plan.

- **Now**, people with limited income and resources can apply for extra help with prescription drug coverage.
- On **November 15, 2005**, people with Medicare can sign up for a Medicare prescription drug plan to help lower their drug costs.
- On **January 1, 2006**, Medicare prescription drug coverage begins for those who have enrolled.
- **May 15, 2006**, is the end of the Initial Enrollment Period. To pay a lower premium, most people need to enroll by May 15.

Visit **www.cms.hhs.gov/partnerships** for more resources.

Thank You!

Whether you are an experienced Medicare partner or just learning about Medicare for the first time, you have an important role in helping reach the many people with Medicare who need information about the new Medicare prescription drug coverage.

We deeply appreciate your valuable contributions to this important effort. We look forward to working with you in the coming months as we strive to get the message out on Medicare prescription drug coverage and to improve health care for America's seniors and people with disabilities.

What you'll find in this folder:

- *Introducing Medicare's New Prescription Drug Coverage* — CMS Publication 11103
- Key Messages
- Resources
- Important Dates
- Information about extra help available
- DVD with a short information video