

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



## **CENTER FOR BENEFICIARY CHOICES**

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### **MEMORANDUM**

**TO:** Medicare Prescription Drug Plan Applicants  
Medicare Advantage Organizations and Applicants

**FROM:** Cynthia Tudor, Ph.D., Acting Director, Medicare Drug Benefit Group /s/  
Patricia Smith, Director, Medicare Advantage Group /s/

**RE:** Medicare Marketing Guidelines and Pre-Enrollment Web Site Content

**DATE:** September 23, 2005

Organizations may begin marketing with approved CY2006 benefit materials on October 1, 2005 as reflected in the Medicare Marketing Guidelines for Medicare Advantage (MA), Medicare Advantage Prescription Drug Plans (MA-PD), Prescription Drug Plans (PDP), and 1876 Cost Plans released on August 15, 2005.

The marketing guidelines stipulate that all organizations offering Medicare prescription drug benefit coverage must have a Web site or Web page dedicated to the Prescription Drug Benefit. CMS will be releasing additional marketing guidance related to these Web sites during the next several days. The following is one of the changes that will be included in the forthcoming guidance:

Section 7: Required Marketing Materials, under the heading of Materials Required for Program Start-up (page 89) -- The date for Pre-Enrollment Web site content has been changed to read: "Prior to November 15, 2005. To ensure the organization's Web site is posted by November 14, 2005, organizations are encouraged to submit this material under File & Use Certification by November 9, 2005."