

CMS Provider Marketing Guidelines

For Pharmacies and Pharmacists

These Medicare guidelines govern how you can and cannot inform or educate patients about enrollment and plan information. The Centers for Medicare & Medicaid Services (CMS) encourages you to provide an objective needs assessment along with potential plan options that may meet those needs. However, CMS is concerned that providers may not be fully aware of all plan benefits and costs, and that beneficiaries may be confused if they perceive their pharmacist is acting on behalf of a plan instead of their best interest. For more information, visit http://www.cms.gov/PrescriptionDrugCovContra/Downloads/MMG_05.11.pdf



PROVIDERS CAN

Distribute CMS-approved Plan Finder information. You may also share information with patients from these resources:

- CMS website, www.cms.gov
- Medicare website, www.medicare.gov
- Have patients call 1-800 MEDICARE

Make available printed information provided by a contracted plan sponsor to your patients, as long as there is no "ranking," "highlighting" or comparison of specific plans. If you accept/display these types of materials, you must do so for ALL plans that have provided you with such materials and with whom you are affiliated.

Provide contact information for any plan in which a beneficiary expresses an interest and requests such contact information from you. However, the beneficiary must contact the plan or plan agent directly. You should not make referrals to the plan or plan agent.

Make available PDP marketing materials and enrollment applications.

Use direct mail and/or email to announce a new plan affiliation — but only once and within 30 days of the affiliation. Additional communications must include ALL plans with whom you are affiliated.

Provide information and assistance to your patients applying for Medicare's low income subsidy.



PROVIDERS CANNOT

Direct, urge, persuade, steer or offer inducements to join a particular plan.

Compare plan benefits with other health plans, unless the materials were written or approved by CMS. This includes information generated through CMS' Plan Finder available via a computer terminal intended for beneficiary access.

Make plan information or PDP enrollment forms available at the pharmacy counter or anywhere where patient care is delivered.

Collect or accept Medicare enrollment applications of any kind.

Seek or accept compensation for conducting enrollment or marketing activities.

Suggest that a particular plan is approved, endorsed or authorized by Medicare.

Conduct health screenings.

For pharmacist reference ONLY, not to be shared with your patients