

DEPARTMENT OF HEALTH & HUMAN SERVICES
Centers for Medicare & Medicaid Services
Center for Drug and Health Plan Choice
7500 Security Boulevard Mail Stop C4-22-04
Baltimore, Maryland 21244-1850



Medicare Drug and Health Plan Contract Administration Group

DATE: September 15, 2009

TO: All Medicare Advantage Organizations, Medicare Advantage – Prescription Drug Organizations, Prescription Drug Plan Sponsors, and Cost-Based Organizations

FROM: Teresa DeCaro, RN, M.S. /s/
Acting Director

SUBJECT: Health Plan Management System – Enhancements to the Medicare Advantage and Prescription Drug Plan Marketing Modules

The Centers for Medicare & Medicaid Services (CMS) Medicare Marketing Guidelines requires Medicare Advantage (MA) organizations, Medicare Advantage – Prescription Drug (MA-PD) organizations, Prescription Drug Plan (PDP) Sponsors, and Cost-Based organizations to report their marketing events to CMS via the Health Plan Management System (HPMS).

CMS has updated the Health Plan Management System (HPMS) MA and PDP Marketing Module “Marketing Events” functionality. Specifically, the enhancement will allow organization users to enter new “Marketing Events” for the current month through the end of the month. This functionality is available for both the “New Event” and “Upload Events” data entry options. For detailed instructions, please refer to the “Marketing Events” sections in the User Guides, available in the respective HPMS Marketing Modules.

If you have questions related to this matter, please email them to the following email address: marketing@cms.hhs.gov.