

Department of Health & Human Services  
Centers for Medicare & Medicaid Services  
7500 Security Boulevard  
Baltimore, Maryland 21244-1850



**OFFICE OF COMMUNICATIONS**

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**DATE:** February 2, 2018

**TO:** All Medicare Advantage, Medicare Prescription Drug Plan, PACE, Cost, and Medicare-Medicaid Plan Organizations

**FROM:** Erin Pressley  
Director, Creative Services Group, Office of Communications

**SUBJECT:** New Medicare Card high resolution image for print materials

CMS is providing a high resolution image of the new Medicare Card that your organization can use in your print materials. This new card will start mailing to people with Medicare in April 2018. The new Medicare Card has a number that's unique to each person with Medicare instead of a Social Security number. Please review the information below on how you can use this new Medicare Card image.

You CAN use the image of the card as is for print materials only. This includes any plan or marketing materials.

You CAN'T use the image of the card on your website, in videos, or anything else that's not considered a print product. You also can't alter the image in any way.

You can find the high resolution of the new Medicare Card on the HPMS homepage under the "HPMS Memos" section. If you need more information or resources about the new Medicare Card, visit [cms.gov/newcard](http://cms.gov/newcard).

If you require technical assistance with HPMS, please contact the HPMS Help Desk at either 1-800-220-2028 or [hpms@cms.hhs.gov](mailto:hpms@cms.hhs.gov). You may also contact Sara Walters at [sara.walters@cms.hhs.gov](mailto:sara.walters@cms.hhs.gov). If you need help with the new Medicare Card image file, contact [MultimediaServices@cms.hhs.gov](mailto:MultimediaServices@cms.hhs.gov).

Thank you.