

Do you have questions about the CMS Medicare Marketing Guidelines? A patient may ask their health care provider for information or advice on enrolling in Medicare plans.

Remaining neutral is essential when assisting with enrollment decisions. Below, you'll find a partial listing of additional "Dos" and "Don'ts" for providers, as specified within the Centers for Medicare & Medicaid Services (CMS) Medicare Marketing Guidelines for contract year 2019 (See 60.1– Provider-Initiated Activities).

DO:

- Provide the names of Plans/Part D Sponsors with which [you] contract and/or participate (see section 60.5 – Provider Affiliation Announcements for additional information).
- Distribute unaltered, printed materials created by [CMS](#), such as reports from Medicare Plan Finder, the "Medicare & You" handbook, or "Medicare Options Compare" including in areas where care is delivered
- Provide the names of Plans/Part D sponsors with which they contract and/or participate
- Answer questions or discussing the merits of a plan or plans, including cost-sharing and benefit information (these discussions may occur in areas where care is delivered)
- Refer patients to other sources of information, such as State Health Insurance Assistance Program (SHIP) representatives, plan marketing representatives, State Medicaid Office, local Social Security Office, [CMS' website](#), or 1-800-MEDICARE
- Make available and/or distribute plan marketing materials received from Blue Cross and Blue Shield of Texas (BCBSTX).
 - Referring patients to Plan marketing materials available in common areas
- Provide information and assistance in applying for the low-income subsidy (LIS).

DON'T:

- Accept Medicare enrollment applications/forms.
- Make phone calls or direct, urge or attempt to persuade beneficiaries to enroll in a specific plan based on financial or any other interests of the provider.
- Mail marketing materials on behalf of Plans/Part D Sponsors.
- Offer inducements (e.g., Free Health Screenings, Cash, etc.) to persuade beneficiaries to enroll in a particular plan or organization.
- Distribute materials/applications within an exam room setting.



**BlueCross BlueShield
of Texas**

The above list provides just a sampling of important points for your convenience. For a more in-depth review of the guidelines that are applicable to providers, please refer [to the Provider Medicare Marketing Guidelines Excerpt located on the Network Participation section of our website](#). Scroll to the bottom of the page and view the materials under Medicare Marketing Guidelines.

Have questions?

If you have questions about these guidelines or are planning marketing activities, please refer to the Managed Care Marketing page located under Health Plans, in the Medicare section of the [CMS website](#).

 By clicking this link, you will go to a new website/app ("site"). This new site may be offered by a vendor or an independent third party. The site may also contain non-Medicare related information. In addition, some sites may require you to agree to their terms of use and privacy policy.