



To: Current Medicare Advantage Organizations
and 1876 Cost Plans

From: Patricia Smith, Director, Medicare Advantage Group

Subject: Standardized Education and Outreach Letter

Date: September 1, 2005

The Centers for Medicare and Medicaid Services (CMS) has created this standardized outreach letter to assist Medicare Advantage (MA) Organizations in educating Medicare beneficiaries about the 2006 Medicare Advantage program and new prescription drug coverage. While many organizations have already begun to provide education and outreach to their existing members, this standard letter will afford yet another opportunity to communicate with health plan members regarding their decision on Medicare prescription drug plan choices.

In particular, the standardized education and outreach letter provides information on when Medicare prescription drug coverage will begin and the options available for selecting a plan. Additionally, the letter provides important disenrollment information for current MA plan members that are considering enrollment in a Medicare prescription drug plan offered by a different organization. MA organizations will only need to insert the language that applies to their organization under the important information section.

MA Organizations intending to use the standardized letter may send it to their existing beneficiaries prior to October 1, 2006. Since this is a standardized education and outreach letter, it may not be modified to include any additional language except information that is required in the bracketed areas. Organizations using this letter must send an informational copy to their CMS Regional Office plan manager.

Please note that this standardized education and outreach letter is focused on individual members and is not intended for use with employer group members. If you have any further questions about this standardized education and outreach letter or educating beneficiaries on Medicare in 2006, please contact your CMS Regional Office plan manager.

Cc: CMS Regional Offices

