

Marketing Materials & Review Process



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Pre-Application Conference for the Medicare Prescription Drug Discount Card and Transitional Assistance Program – December 18 & 19, 2003

Information & Outreach Guidelines

- The guidelines are intended to meet several objectives
 - Assist Card Sponsors in developing information and outreach materials
 - Establish uniform standards in the information and outreach review process

Information & Outreach

- Guideline Requirements
 - Information and outreach materials must be available through internet and other tangible medium such as mailings
 - Information and outreach will only include products or services that are inside the scope of the endorsement

Information & Outreach

- Information & Outreach Review Process
 - Information & Outreach materials will be reviewed by CMS to ensure materials convey accurate information
 - The information & outreach process will be comprised of 2 components
 - Standard 30 day review
 - Streamlined 10-day review

Information & Outreach

■ Model Materials

- Annual Notice of Change
- Model Member Handbook
- Medicare Managed Care Notification Letter

■ Standardized Materials

- Enrollment
- Eligibility Determination Notice

■ Materials Required for Start up

- Summary of Program Features
- Pharmacy Directory
- List of Discounted Drugs

Information & Outreach

- Release Dates and Timeline
 - Release of the Guidelines is scheduled for the end of December and will be published on cms.hhs.gov
 - Review of information and outreach materials will begin January 30, 2004
 - Information and Outreach Campaign will begin April 1