

HPMS E-Mail

Date: September 28, 2010

Subject: Follow-Up: Clarification of the Medicare Marketing Guideline Requirements and Outbound Enrollment Verification Policy

In our August 17, 2010 memorandum titled, Clarification of the Medicare Marketing Guideline Requirements and Outbound Enrollment Verification Policy, CMS issued additional clarification regarding our outbound enrollment verification (OEV) policy. As a follow-up to that HPMS memorandum, attached are the 2011 OEV script and notification letter for use by Medicare Advantage organizations, Medicare Advantage-Prescription Drug organizations, Cost-Based Contractors, and Prescription Drug Plan sponsors. The model script and notification letter will be available on the following CMS website shortly:

http://www.cms.gov/ManagedCareMarketing/09_MarketngModelsStandardDocumentsandEducationalMaterial.asp#TopOfPage

If you have additional questions concerning the script, please contact your account manager or marketing reviewer.