

DEPARTMENT OF HEALTH & HUMAN SERVICES
Centers for Medicare & Medicaid Services
7500 Security Boulevard
Baltimore, Maryland 21244-1850



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MEMORANDUM

TO: All Medicare Prescription Drug Plan Sponsors

FROM: Cynthia G. Tudor, Ph.D. Director, Medicare Drug Benefit Group
David A. Lewis, Director, Medicare Advantage Group

RE: Medicare Prescription Drug Benefit Program Mark

DATE: August 17, 2007

In accordance with the Medicare Marketing Guidelines, CMS will issue the official Medicare Prescription Drug Benefit Mark to Medicare Health Plans offering the Part D Prescription Drug Benefit. Part D Sponsors may use the Mark's image, as appropriate, on marketing materials, as defined in the Medicare Marketing Guidelines.

However, prior to the Mark being distributed, Part D Sponsors must sign and return the attached license agreement between the Centers for Medicare & Medicaid Services (CMS) and the Medicare Part D Sponsor for the use of the Mark. By signing the license agreement, Plans are attesting to the appropriate use of the Medicare Mark as defined in the Medicare Marketing Guidelines. The agreement has been signed on behalf of CMS and requires the signature of an officer or a designee able to legally bind the organization. The license agreement is effective for a single contracting year. Please note that all **renewing** Part D Sponsors also must submit a signed license agreement in order to continue use of the Mark during contracting year 2008.

Although CMS is releasing the Medicare Mark at this time to allow Sponsors to develop marketing materials, it is important to emphasize, the distribution of the Mark is not an indication that your Plan has been or will be approved as a Part D Sponsor. If the plan contract is not approved, Sponsors must cease using the Mark. Failure to do so may result in fines and penalties.

Marketing materials, as defined by the Medicare Marketing Guidelines that contain the Medicare Mark should be submitted as instructed for review. 2008 marketing of Part D is not to begin until **October 1, 2007**. Any marketing, with or without the Medicare Mark, prior to October 1, 2007 is prohibited.

When the License Agreement is signed (please keep a copy for your file) return it to:

Stacie McBride
Mail Stop C1-25-04
Attn: Part D Medicare Prescription Drug Benefit Program Mark
7500 Security Boulevard
Baltimore, Maryland 21244-1850

Upon receipt of the signed License Agreement, a URL link to the Mark will be emailed to the Plan. If you have questions related to the Medicare Mark, please contact Stacie McBride on 410-786-5492 or by email at Stacie.Smith@cms.hhs.gov.

Thank you for all your help in ensuring the success of the Part C and D programs.