



Center for Medicare

Date: October 13, 2015

To: All Medicare Advantage Organizations and Part D Sponsors

From: Amy Larrick, Acting Director
Medicare Drug Benefit and C & D Data Group
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Subject: Medicare Part D Prescriber Enrollment - Prescriber Outreach Communication Template

This memorandum contains a template communication for Part D sponsors and their plans and pharmacy benefit managers (PBMs) to use in conducting prescriber outreach in accordance with the June 1, 2015 memorandum, "Medicare Part D Prescriber Enrollment Update." In that guidance, CMS strongly encouraged Part D sponsors and their PBMs to begin voluntary prescriber outreach activities **no later than January 1, 2016**. We encourage Part D sponsors to review the June 1, 2015 guidance again for detail concerning prescriber outreach activities.

CMS solicited comments from stakeholder associations on a draft version of this template communication, and this final version reflects those comments. The main comments we received (other than various editing suggestions) were that sponsors and their plans and PBMs wanted a communication that: 1) Contains the official CMS logo; 2) Is limited to one page; 3) Directs prescribers to CMS only; and 4) Could be included with a separate letter or document from the sponsor/plan/PBM, which could contain tailored information from the sponsor/plan/PBM, such as relevant data and/or network provider contractual requirements.

This template communication incorporates these four comments. First, it contains the official CMS logo. In this regard, this template outreach communication may only be reproduced and used by sponsors/plans/PBMs **without changes, except that it may be reproduced in black and white or in color**. Second, the request from CMS to the prescriber to enroll in or opt-out of Medicare and how to do so is limited to one page, with additional contact and background information on a second page that can be a back page. Third, on the intended back page, the prescriber is directed only to CMS with any questions and not to sponsors, plans or PBMs. Fourth, sponsors/plans/PBMs may draft and include a separate letter with the template copy to convey the additional information that they believe is important to motivate the targeted prescribers to enroll in (or opt-out of) Medicare.

As we noted in the June 1, 2015 memo, we appreciate stakeholders' efforts to conduct voluntary prescriber outreach. CMS continues to conduct its own outreach to Part D prescribers and monitor enrollment and opt out trends. In addition, we are exploring having the outreach template translated into Spanish. Questions concerning this memo should be directed to PartDPolicy@cms.hhs.gov.