

## Medicare Marketing Guidelines

Please visit the Centers for Medicare & Medicaid Services(CMS) website, [CMS.gov](https://www.cms.gov) to review the annually updated Medicare Marketing Guidelines. The Marketing guidelines reflect CMS interpretation of the marketing requirements and related provisions of the Medicare Advantage and Medicare Prescription Drug Benefit rules.

The Guidelines are for use by Medicare Advantage Plans (MAs), Medicare Advantage Prescription Drug Plans (MA-PDs), Prescription Drug Plans (PDPs) and 1876 Cost Plans. The guidelines allow organizations offering both Medicare Advantage and Prescription Drug Plans the ability to reference one document when developing marketing materials.

Please review the CMS guidance article, by visiting the CMS.gov website search for Managed Care Marketing, then view [Medicare Marketing Guidelines](#).