

# Medicare marketing guidelines.

## Provider-based marketing activities.

Select Health is responsible for ensuring that materials used by our partners to market Select Health Medicare members follow CMS Medicare Marketing Guidelines. Providers need to:

- Submit any Medicare marketing materials to SelectHealth for review/approval.
- Use these marketing materials **ONLY** after receiving Select Health approval.

Questions? Contact Select Health's provider communications at **800-538-5054**.

### Compliance tips for marketing the Select Health Medicare plan.

Dos	Don'ts
Submit all proposed marketing materials to Select Health for review. We will submit materials to CMS, if necessary.	Conduct sales and marketing activities in areas where care is delivered (e.g., waiting rooms, exam rooms, patient rooms, treatment areas, and at pharmacy counters, etc.) even outside of normal business hours.
Include all disclaimers relevant to the materials' content.	Offer sales or appointment forms to beneficiaries.
Provide assistance to beneficiaries to select a plan that is in their best interest, when asked.	Accept Medicare enrollment applications.
Remain neutral when assisting patients; provide an objective assessment of the patient's needs and the potential options to meet those needs.	Distribute materials or applications within the exam room setting.
Limit sales and marketing activities/distribution to common areas of healthcare settings (i.e., cafeterias, recreation rooms, conference rooms).	Make phone calls or otherwise attempt to persuade beneficiaries to enroll in a specific plan based on financial or any other interests of the provider.
Distribute or make marketing materials available for all plan sponsors upon plan request (if an initial plan sponsor is initially allowed to make materials available).	Mail marketing materials on behalf of a plan sponsor.
Provide the name of plans with which you contract and/or participate.	Offer anything of value to induce plan enrollees to select you as their provider.
Refer patients to other information sources, such as: <ul style="list-style-type: none"><li>• Plan marketing representatives</li><li>• State Health Insurance Assistance Programs</li><li>• State Medicaid Offices</li><li>• Local Social Security Offices</li><li>• Medicare.gov</li><li>• Call <b>800-MEDICARE 800-633-4227</b>. TTY: <b>877-486-2048</b>.</li></ul>	Offer inducements to persuade beneficiaries to enroll in a particular plan.
Share information with patients from the CMS website, including the "Medicare and You" handbook or other CMS written or approved documents.	Conduct health screening as a marketing activity.
Send materials that indicate the provider has an affiliation with certain plan sponsors and that only list plan names and/or contact information (CMS approval is unnecessary if no plan specific benefit information is included).	Accept compensation in any form from a plan sponsor in exchange for soliciting beneficiaries.
Report suspected marketing guideline violations to Select Health.	