

Humana.

Your MarketPoint
partner for success.



Delegated Agent Alert
CMS Reverting to Previous Guidance on Telephonic Contact Rules

Dear Agent,

Great News! Due to the combined efforts of MA plan sponsors working with AHIP, CMS has revisited the telephonic guidance that was issued on August 14, 2014 which prohibited agents from calling existing enrollees to discuss other plan options (Section 70.6). CMS announced last night that they have decided to rescind this guidance. AHIP was able to convince CMS of the many benefits that our agents are able to bring to Medicare beneficiaries by discussing the new, potentially cost saving plan options available to them. CMS, acting in the best interest of its beneficiaries, has made the decision to **revert to their previous guidance** which states Plans/Part D Sponsors may do the following:

“Call members to promote other Medicare plan types, (e.g., sponsors may contact their PDP members to promote their MA-PD offerings; sponsors that are also Medigap issuers may market their MA, PDP, or cost plan products to their Medigap customers), and discuss plan benefits.”

This change is **effective immediately** and they informed us that the Medicare Marketing Guidelines will be updated to reflect this change when the next revision of the guidelines is published.

Agents – this means beginning October 1 you may call your current members and talk about other plan options for 2015! You can also set appointments now to meet with your members after Oct 1, without discussing any 2015 rates or benefits.

Remember to access this document on-line, you must log on to the agent portal, [click here to Sign On Agent Portal](#) , then come back to this e-mail and click on the words: [CMS Guidance on Telephonic Contact Rules - Reverting to Previous Guidance \(AP-641\)](#)

Once you are in the MarketPOINT Library, you can save documents to your personal computer or access them on-line 24-hours a day.

Thank you for your continued support and participation in Humana MarketPOINT's Delegated Agent Program. If you have questions, contact your dedicated Agent Support Team.

AGENT SUPPORT

(800) 309-3163

agentsupport@humana.com

Monday – Friday 8:00 - 9:00 EST

Please do not reply to this e-mail.

Humana strives to protect your privacy and confidentiality. To learn more about how Humana protects your confidentiality, please see our complete [Internet Privacy Statement](#) and our [Privacy Practices](#).

If you have any compliance and/or ethics related concerns or are aware of any Fraud, Waste and Abuse, please contact one of the following:

- Humana Ethics Office Ethics@humana.com
- Humana's Ethics Hotline at 1-877-5-THE-KEY
- Humana's Ethics Helpline Website ethicshelpline.com
Anonymous reporting is an option

If you do not want us to contact you by e-mail, you can [unsubscribe](#) from our online community.

For more information about Humana coverage or the company providing these benefits, please visit Humana.com.

Humana Plans are offered by the Humana Family of Insurance and Health Plan companies.

Humana
500 West Main Street
Louisville, Kentucky 40202
AP-641/GHHJ3ACEN

The Humana logo is displayed in a bold, green, sans-serif font.

File Attachments [click to download](#)