



Memo Date: November 10, 2016

Memo Topic: Healthy Connections Prime Educational Events & MMP Participation

To: Medicare-Medicaid Plans (MMPs)

From: South Carolina CMT

The South Carolina CMT requests that all MMPs attend state-sponsored educational events held in the counties where they are participating for the purposes of informing beneficiaries about MMP programs. Plans have requested clarification in terms of distributing material and discussing plan benefits at state-sponsored events. Section 70.8 of the MMG prohibits plans from any type of sales activities at educational events, to include distribution of marketing materials or the distribution/collection of plan applications, discussing plan benefits, accepting applications, etc. The South Carolina CMT believes that it is in the best interest of the beneficiaries to allow plans to distribute marketing materials during these events and discuss plan benefits. While the guidance is clear about Plan-sponsored educational events, we understand that educational events sponsored by the South Carolina CMT are designed to educate beneficiaries about MMPs and their benefits. These specific State-sponsored events provide opportunities to discuss the merits of the plan's products and educate beneficiaries in order to make an informed decision.

Therefore, state-sponsored educational events and any others that fall under Section 70.9 of the MMG should be treated as marketing events and are also subject to the guidance in Section 70.9.1. The expectation is that plans notify CMS of the scheduled State sponsored educational events via HPMS. As a reminder, MMPs are not permitted to accept enrollment applications. Plans will continue to adhere to the guidance and restrictions in Section 70.8 which prohibits the distribution/collection of plan applications. In this case, the language in Section 70.9 pertaining to collecting applications does not apply.

Contact Information

For questions or additional guidance, please contact:

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