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## CMS Review Process for Medicare ID Card Image Usage & New Pre-Enrollment Checklist ("PECL") Disclaimer

1 message

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Fri, Jun 30, 2023 at 4:54 PM



Hi, there!

CMS has announced the process for obtaining approval for Marketing and Communication material with the Medicare ID card image, along with the PECL disclaimer that was included in the final rule. Below are the actions needed for each:

## **Review & Approval Process for Materials with Medicare ID Card Images:**

Any marketing or communication material that uses an image of the Medicare ID Card must obtain approval from CMS as follows:

1. Send an email to the marketing mailbox at [Marketing@cms.hhs.gov](mailto:Marketing@cms.hhs.gov) with an attached copy of the material that has the Medicare ID card image on it. An email must be sent for both Marketing and Communication material.
2. Receive either approval or disapproval from the CMS marketing mailbox.
3. For marketing materials, the actual marketing piece and the email permitting the use of the Medicare card image should be zipped and uploaded into the HPMS marketing module using the SMID of the marketing piece.

**\*\* Important\*\*** The CMS email providing approval must be included in the HPMS submission. CMS will disapprove any requests that do not include that email approval.

In addition, CMS suggests adding a disclaimer in the vicinity of the Medicare card image that indicates there is no affiliation or endorsement by CMS, HHS, the Federal Government, etc. A missing disclaimer near the Medicare card image may indicate that the approval process was bypassed resulting in additional follow-up by the reviewer.

## **Additional Language Required for the Pre-Enrollment Checklist (PECL)**

For PY2024 materials, CMS requires new language in that PECL regarding the impact enrollment will have on current coverage. While an updated model PECL will be released later this summer, CMS has provided the following approved checkbox language to insert under the "Important Rules" header:

*"Effect on Current Coverage. Your current healthcare coverage will end once your new Medicare coverage starts. For example, if you are in*

*Tricare or a Medicare plan, you will no longer receive benefits from that plan once your new coverage starts."*

If you have any questions on this request and guidance, please do not hesitate to reach out to our team at [agencyoversight@devoted.com](mailto:agencyoversight@devoted.com), [damien.cameron@devoted.com](mailto:damien.cameron@devoted.com) or [paulomi.bhatt@devoted.com](mailto:paulomi.bhatt@devoted.com).

Thank you for your cooperation regarding this update.

Your Devoted Sales Ops Integrity Team  
*(formerly, "Sales Ops Compliance")*

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