

# Final CY 2017 Marketing Guidance for Illinois Medicare-Medicaid Plans

Issued August 26, 2016

## Introduction







Medicare Marketing Guidelines (MMG) Section	Change in this Guidance Document
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Section 80.1 Customer Service Call Center Requirements

Medicare Marketing Guidelines (MMG) Section	Change in this Guidance Document
Section 100.3 Electronic Enrollment	Clarifies that the requirements of this section are not applicable to MMPs.







We note that all model documents issued to MMPs by MMCO and the State under the Illinois capitated financial alignment model demonstration may be altered to include the required language about

Section 20 –

(Member Handbook) documents, as is the case for other plan sponsor types. MMPs must follow the







Table 3: Required Materials for Renewing Members

Required Materials for Renewing Members	Timing of Beneficiary Receipt
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Section 60.1 – Summary of Benefits (SB)

This section is replaced with the following revised guidance:

Section 60.1 – Summary of Benefits (SB)

## Section 60.6 – Annual Notice of Change (ANOC) and Evidence of Coverage (EOC)



For purposes of this section, enrollment materials sent to passively enrolled individuals are not considered marketing through unsolicited contact.

Section 706 of the Telephone Solicitation

The requirements of section 706 of the MMG apply with the following clarifications and modifications:

- MPs may not call current MMP enrollees to promote other Medicare plan types. Information





- ◁ Provide interpreter services to all non-





## Section 120.6 – Activities That Do Not Require the Use of State-