

## ***100.6 – Marketing RI Programs***

***(Rev. 121, Issued: 04-22-16, Effective: 04-22-16, Implementation: 04-22-16)***

*MA plans may include information about RI Programs in marketing materials as long as those communications are provided to all current and prospective enrollees without discrimination. Additionally, any marketing of RI Programs must be done in conjunction with marketing of plan covered benefits.*

*Importantly, reward and/or incentive “items” may not be offered to potential enrollees under any circumstances. Nominal gifts as part of promotional activities are separate and distinct from RI Programs. For more information about the marketing aspects of RI Programs as well as promotional activity guidance, see the Medicare Marketing Guidelines at <https://www.cms.gov/Medicare/Health-Plans/ManagedCareMarketing/FinalPartCMarketingGuidelines.html>.*