

50 - Marketing Requirement Waivers

(Rev. 111, 05-03-13, Effective: 05-03-13, Implementation: 05-03-13)

MAOs are permitted to modify certain Marketing requirements including those listed in this section. Where there are specific MA requirements concerning Marketing, these requirements apply equally to EGWPs unless explicitly waived or modified. These requirements can be found in the Medicare Managed Care Manual, Chapter 3 (Medicare Marketing Guidelines).