

60 – Marketing

(Rev. 123, Issued: 08-19-16, Effective: 08-19-16, Implementation: 08-19-16)

As with any MA plan, SNPs must market to all individuals eligible to enroll. For example, if a SNP is offered for institutionalized enrollees at select LTC facilities, the SNP must market to all Medicare Part A and/or Part B enrollees residing in those facilities. D-SNPs may wish to work with their respective states to identify an acceptable method of marketing towards dual-eligible enrollees. Refer to the Medicare Marketing Guidelines for further information on marketing requirements for SNPs.