

## **General Communications Materials and Activities Requirements (42 CFR §§ 422.2262, 423.2262)**

### **§§ 422.2262(a) 423.2262(a) - General rules**

- To avoid misleading or confusing beneficiaries, plans must make it clear when an encounter with a beneficiary is moving from a communications activity to a marketing activity, such as when a beneficiary is being transferred to a sales or enrollment representative. Before transferring, the beneficiary must clearly consent to being transferred.

### **§§ 422.2262(a)(1)(x), 423.2262(a)(1)(x) – Plan type in plan name**

- When a plan's communications activities or materials include the plan name, the plan type must also be included. The plan is not required to repeat the plan type when the plan name is used multiple times in the material, but should include the plan type, at the end of the plan name, when the plan name is first mentioned or in a way that prominently conveys the plan type to the recipient.