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Bulletin 14-13

Date: May 6, 2014

To: All Licensed Insurance Producers

Re: Soliciting or Advertising the Sale of Medicare Advantage Plans, Medicare Advantage Prescription Drug Plans, Prescription Drug Plans, and Section 1876 Cost Plans

The purpose of this bulletin is to remind all licensed insurance producers soliciting or advertising the sale of Medicare Advantage Plans, Medicare Advantage Prescription Drug Plans, Prescription Drug Plans, and Section 1876 Cost Plans that they are required to comply with all provisions of the Medicare Marketing Guidelines (Rev. 97, Issued 6-7-12 or any subsequent revision), issued pursuant to 42 CFR 422, 423 and 417, including but not limited to the following prohibitions:

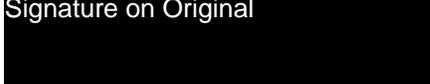
1. Door-to-door solicitation, including leaving information such as a leaflet or flyer at a residence or car;
2. Approaching beneficiaries on common areas, (e.g. parking lots, hallways, lobbies, sidewalks, etc.);
3. Telephonic or electronic solicitation, including leaving electronic voicemail messages or text messaging.

During the 2014 Legislative Session, the Maryland General Assembly enacted Section 27-224 of the Insurance Article codifying this requirement in Maryland law. Failure to comply with these guidelines may subject the producer to action pursuant to Section 10-126 of the Insurance Article, effective October 1, 2014.

Questions concerning this Bulletin may be directed to William Donahue, Assistant Chief Enforcement Officer at 410-468-2347 or william.donahue@maryland.gov.

Therese M. Goldsmith
Commissioner

Signature on Original

By: 
Joy Hatchette, Associate Commissioner
Consumer Education & Advocacy