

Date: August 9, 2004

To: General Card Sponsors

From: Cynthia Moreno  
Deputy Director

Subject: Timeline for Submission of Annual Information and Outreach Materials

In an effort to ensure that beneficiaries receive 2005 Information and Outreach materials in a timely manner, a timeline has been developed for submission of materials. There are some critical dates noted in the timeline such as submission of marketing materials, and the mailing of the Annual Notice of Change(ANOC) and Member Handbook.

#### Annual Notice of Change

The ANOC must be mailed to all enrollees if there are changes in the program features or enrollment fee. All enrollees must receive the ANOC by October 31. To meet this date sponsors must begin to submit non-model ANOCs to BearingPoint by September 13, 2004. As with all model materials, any ANOCs that follow model language will be given a 10-day review. When submitting material that falls within the 10-day review please indicate on the submission form that model language has been used. Model ANOCs must be submitted by September 30. ANOCs do not have to be mailed to beneficiaries if there are no changes to the program features or enrollment fee. However CMS has developed a model Annual Notification letter (ANL) that informs beneficiaries there are no changes to the program, sponsors have the option of using this model.

#### Member Handbook

The Member Handbook must also be mailed if there are changes in the drug card program features. All handbooks that follow model language will receive a 10-day review. New member handbooks must be mailed to all beneficiaries by January 1, 2005. If there are no program changes, model handbooks only have to be sent out upon request.

#### Other Marketing Materials

In addition to the ANOC and Member Handbook there are other marketing materials that Sponsors use as part of their pre-enrollment and post-enrollment packet. Since there is no CMS model for these types of materials, a 30-day review will apply. Therefore, Endorsed Sponsors are encouraged to begin submitting new information and outreach materials that will be used for the following year for enrollment by August 27 in order to begin marketing 2005 new program features by September 30, 2004.

Below is the timeline for submission of information and outreach materials for 2005.

### 2005 Timeline for Submission of Annual Information and Outreach Materials

<b><u>2004</u></b>	
<b>August 27</b>	<ul style="list-style-type: none"> <li>General Card Sponsors may begin submitting all advertising and information and outreach materials to BearingPoint for review.</li> </ul>
<b>September 13</b>	<ul style="list-style-type: none"> <li>General Card Sponsors must begin submitting Annual Notice of Change (ANOC) for review to BearingPoint. Sponsors are required to include new enrollment fees in ANOC.</li> <li>Drug Discount Enrollment Fee should be submitted to CMS</li> </ul>
<b>September 30</b>	<ul style="list-style-type: none"> <li>Final Date to submit All Non-Model and model ANOCs to BearingPoint. Sponsors are encouraged to submit all ANOCs to BearingPoint in advance of this date to ensure the ANOC can be reviewed, approved, printed and received by beneficiaries by the October 31 deadline.</li> </ul>
<b>October 31</b>	<ul style="list-style-type: none"> <li>ANOCs due to all Medicare Beneficiaries. Sponsors must mail ANOCs before this date to ensure beneficiaries receive by October 31.</li> </ul>
<b>November 15- December 31</b>	<ul style="list-style-type: none"> <li>Annual Election Period</li> </ul>
<b>November 1</b>	<ul style="list-style-type: none"> <li>General Card Sponsors must submit all non-model member handbooks to BearingPoint for review. (Member handbooks should only be submitted if there are changes in the program and enrollment fees).</li> </ul> <p>Note: All model materials should be submitted by November 15.</p>
<b>November 15</b>	<ul style="list-style-type: none"> <li>Final date to submit model member handbook</li> </ul>
<b>January 1, 2005</b>	<ul style="list-style-type: none"> <li>Member Handbooks should be mailed to all beneficiaries</li> </ul> <p>Note: Issuance of a new member handbook is only required if there are changes in the drug card program such as fees and program features.</p>

If you have any further questions regarding this memo, please contact Camille Brown at [cbrown6@cms.hhs.gov](mailto:cbrown6@cms.hhs.gov) or 410-786-0274.