



Health Plan Benefits Group/CBC

Date: August 6, 2004

To: Medicare Advantage Organizations

From: Patricia P. Smith /s/
Director

Subject: Model Language for Marketing Materials Introducing the “Medicare Advantage” Program

In our March 16, 2004 memorandum entitled “Medicare Advantage Materials and Plan Names,” we indicated that we would provide some model language that all organizations could use as they transition to the new Medicare Advantage (MA) name. The purpose of this memorandum is to provide a few model “catch phrases” that you may use in your 2005 or 2006 marketing materials (depending on which year your organization intends to transition to using the MA name) when you introduce the new MA program.

The following phrases will be included in the *2005 Medicare & You* handbook. Since *Medicare & You* is focus tested with Medicare beneficiaries, we are confident that the phrases are excellent models that you could use in your marketing materials:

- Medicare Advantage is the new name for Medicare + Choice plans.
- Medicare Advantage gives you more health care coverage choices and better health care benefits.
- Medicare Advantage plans are one of your health plan choices as part of the Medicare program.

When introducing the new MA program in your marketing materials, we recommend that you remind your members (and prospective enrollees) that as a member of your Medicare Advantage plan he/she is still in the Medicare program. It may also help to let current members know that if they continue to be happy with your plan, they do not need to do anything to remain a member since this new program will not impact their current membership.

Questions about this memorandum may be directed to your Regional Office contact. Thank you.