

**COMPLIANCE ALERT**  
**Medicare Marketing Guideline Change**  
**– Do Not Ask for Referrals –**

CMS has recently published an updated version of their Medicare Marketing Guidelines which includes several new elements that are **effective immediately**.

One of these new requirements impacts a standard sales practice used by many sales agents. The guidance is related to what an agent can do during a personal appointment with a beneficiary and asking for referrals. The new guidelines specifically states that an agent may **NOT** ask for referrals during a personal/individual appointment.

Agents are permitted and encouraged to give their business cards to beneficiaries they meet with and ask that they share them with people who might have an interest in a Medicare Advantage plan. However, **effective immediately**, the agent may not ask for any names and contact information of referrals. All agents must comply with these new guidelines as of this notification.

**Please note:** Since the language specifies that this prohibition applies during an "individual marketing appointment", we have already submitted the question to CMS to ask whether the agent is permitted to call and ask for referrals from people they have already enrolled. We will keep you updated when we receive a response.

Remember to access this document on-line, you must log on to the agent portal, [click here to Sign On Agent Portal](#), then come back to this e-mail and click on the words: [Do Not Ask for Referrals](#).

Once you are in the MarketPOINT Library, you can save documents to your personal computer or access them on-line 24-hours a day.

Thank you for your continued support and participation in Humana MarketPOINT's Delegated Agent Program. If you have questions, contact your dedicated Agent Support Team.

For more information about Humana coverage or the company providing these benefits, please visit [Humana.com](http://Humana.com).

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