

# COMPLIANCE

## Events



**Ready-Agent**<sup>™</sup>  
A PROGRAM BY NEISHLOSS AND FLEMING

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# Medicare and Events

- Many agents like to use events as a way to market products to large groups of people at the same time, making more efficient use of their time.
- There are a number of CMS guidelines that apply specifically to meetings. It is important that agents understand them in order to avoid a compliance issue.



## Types of Events

The two ways that CMS classifies events for Medicare recipients are:

- 1 Sales Events
- 2 Educational Events

The determination of what type of event you want to host is critical, as the compliance guidelines around each are quite different.

## Differences:

While there are many differences between the two types of events, the key difference revolves around the usage of product specific material.

- At **Educational Events**, presenters can only discuss generic material relating to product types. Presenters can not discuss or provide information on carriers or specific plans.
- At **Sales Events**, presenters can discuss information related to specific products, benefits, and carriers.

# Education Events: What Can You Do?

- Distribute materials informing a potential enrollee about MA, or other Medicare programs, but not steering a potential enrollee towards a specific plan.
- Respond to questions, as long as the scope of the response does not go beyond the question asked.
- Participate in educational health fairs, as long as the event does not include a sales presentation and is advertised as educational.
- Distribute business cards upon beneficiary request, or if the beneficiary requests information on how to contact the agent for additional information.
- May use a promotional item (pens, chip clips, magnets, etc.); including those with plan name or logo. Promotional items must be free of benefit information.
- Meals are allowed at educational events, but the cost must comply with nominal gift requirements.

### Sales Events: What Can You Do?

- Specifically discuss plan benefits for plans that were advertised.
- Distribute sales materials and business cards.
- Take enrollments from interested consumers.
- Provide light snacks.
- Collect beneficiary information, provided that there is a disclosure about agreeing to future contact to discuss plan information.
- May use a promotional item (pens, chip clips, magnets, etc.); including those with plan name or logo.

## Which Events Are Better?

Neither type of event is better than the other, although there are some items to consider:

### Sales Events:

- Allow for enrollments to be taken
- Allow for discussions about benefit information
- Allow for collection of consumer information
- Must be filed in advance with CMS

### Educational Events:

- May be more attractive to consumers
- Allow for low pressure situation to meet individuals and answer their questions
- More limited in terms of discussion topics