

COMPLIANCE

Events



Ready-Agent™
A PROGRAM BY NEISHLOSS AND FLEMING

 NEISHLOSS &
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AN INTEGRITY COMPANY

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.
- CMS provides specific guidelines on conducting 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 general information about Medicare Advantage or other Medicare programs; but not plan-specific information
- 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
- May use a promotional item (pens, chip clips, magnets, etc.); including those with a carrier name or logo
- Promotional items must be free of benefit information (Copays or Value-Adds)
- 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
- No filing requirement