

## Pre-Warming Activities: Allowable Prior to 10/1



The Medicare Open Enrollment Period (OEP) is quickly approaching and is accompanied by a number of questions surrounding what agents can and cannot do to market plans prior to October 1, which is the start of the OEP marketing period. Because we must adhere to strict guidelines at this time of year, please read on for helpful information. This reference document provides basic “can” and “cannot” guidance related to activities that occur before October 1, 2016.

### **Supporting Guidelines and Reminders:**

Because the Centers for Medicare & Medicaid Services does not permit marketing of 2017 plans prior to October 1, 2016, we want to remind you what activities are considered marketing and what you can do prior to October 1 and what must wait until October 1 or later.

First, marketing generally includes, but is not limited to:

- **Calling** consumers/members to solicit a personal/individual marketing appointment (e.g. in-home appointment)
- **Scheduling** a personal/individual marketing appointment with a consumer/member
- **Obtaining** a Scope of Appointment (SOA) form
- **Meeting** with a consumer/member to discuss/present a Medicare plans
- **Advertising** a marketing/sales event
- **Conducting** a marketing/sales event
- **Completing** an enrollment application

**You must not engage in any of these activities if the stated or implied purpose is to market 2017 plans prior to October 1, 2016, regardless if it is with a new consumer or current member.**

Agents may engage in marketing activities that are not for the purpose (stated or implied) of marketing 2017 plans prior to October 1. For example, an agent may contact their current member and schedule an appointment to conduct a plan review. However, if the appointment is for October 1 or later, a 2017 SOA form must not be obtained until October 1 or thereafter.

If you have additional questions, please reach out to your sales leadership for guidance or submit your question to [Compliance\\_Questions@uhc.com](mailto:Compliance_Questions@uhc.com).

Thank you once again for your dedication to serving UnitedHealthcare’s consumers and members.