



Field Alert

Your Resource for Sales and Service Information

January 31, 2017



Our 5-star Medicare Advantage plan is sure to satisfy your customers

What you need to know

Medicare beneficiaries can currently enroll in our Prescription BlueSM PDP product. Medicare-eligible individuals who choose to switch their coverage from another plan to Prescription Blue PDP are given a special election period in which to switch plans one time. The special election period began Dec. 8, 2016, and will last until Nov. 30, 2017.

As we announced in a previously published [alert](#), Prescription Blue PDP:

- Earned a 5-star rating out of 5 in last year's Centers for Medicare & Medicaid Services star ratings
- Was ranked No. 1 in the state in *U.S. News & World Report's* annual Medicare plan evaluations

Action item

- Make sure you're following Medicare's marketing and enrollment guidelines when marketing to Medicare beneficiaries or enrolling them in Prescription Blue PDP.
- Please review [the CMS National Training Program flier](#) for an overview of how to market to or enroll members in a 5-star plan.

Time frame

- We can market Prescription Blue PDP to prospective members year-round.
- Individuals who meet certain criteria can leave any type of plan to switch to Prescription Blue PDP. (But individuals coming from a Medicare Advantage-only or Medicare Advantage prescription drug plan will lose their Medicare Advantage coverage and will revert to Original Medicare for basic medical coverage.)
- The member's coverage will take effect on the first day of the month following the month in which the member enrolled.

Additional resources

- [Medicare.gov*](#)
- [CMS National Training program flier](#)

Background information

- Blue Cross has a long-standing history of servicing Medicare beneficiaries. Our 5-star rating reflects our commitment to our members and the communities that we serve. Over the past few years, we've invested considerably in our Medicare programs, broadening our product portfolio, expanding our service area, investing locally and deepening our level of provider and member engagement. We expect continued growth in 2017.
- CMS' Medicare star rating system ranks the performance and quality of Medicare Advantage and Medicare prescription drug plans to help beneficiaries and their families compare plans.
- Medicare Advantage plans are rated on their ability to help members stay healthy and assist them in managing chronic (long-term) conditions.
- Medicare Advantage and Medicare prescription drug plans are also rated on how well they perform on drug plan customer service, member complaints, member experience with drug plan and drug safety. Annual star ratings are posed on [medicare.gov](#).*

*Blue Cross does not control this website or endorse its general content.

Questions? Contact your Medicare Advantage sales consultant.