



Checklist for Agent Created Advertising Materials

Please complete this checklist and submit to PacificSource with your proposed advertising material. Please ensure you have included all the required CMS disclaimers (as described below) before submitting your proposed advertising materials for approval.

Submit completed checklists with your materials a **minimum of two weeks** prior to the date needed to GovernmentCommunicationsReview@PacificSource.com for review and approval. We will provide you with final approval and a code to include at the bottom of your material.

Font Size:
<input type="checkbox"/> Minimum of Verdana 10 or Times New Roman 12.
Include if PacificSource Medicare logo and/or name are included:
<input type="checkbox"/> PacificSource Community Health Plans, Inc. is an HMO/PPO plan with a Medicare contract. Enrollment in PacificSource Medicare depends on contract renewal.
<input type="checkbox"/> Document code that PacificSource provides on the bottom of the document. <i>(Example: Y0021_MRK2031_CMS Accepted)</i>
Include if benefits are mentioned:
<input type="checkbox"/> The benefit information provided is a brief summary, not a complete description of benefits. For more information contact the plan. Limitations, copays, and restrictions may apply. Benefits, premium, copays, or coinsurance may change on January 1 of each year.
Include if plan premiums are mentioned:
<input type="checkbox"/> You must continue to pay your Medicare Part B premium.
Include if advertising a seminar or sales presentation:
<input type="checkbox"/> A sales person will be present with information and applications. For accommodation of persons with special needs at sales meetings call [insert agent phone number] or TTY 711.
<input type="checkbox"/> An independent, licensed agent. <i>(include next to phone number that is the agent's)</i>
Include if promoting a free gift or giveaway:
<input type="checkbox"/> Free drawing without obligation.
Include if referencing plan ratings:
<input type="checkbox"/> Medicare evaluates plans based on a 5-star rating system. Star Ratings are calculated each year and may change from one year to the next.
Include (on the outside of the postcard or envelope) if mailed:
<input type="checkbox"/> This is an advertisement.

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Y0021_MISC2760_Plan Approved 08202014