

Michael A. Dowell Published in BNA's Medicare Report

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“2013 Medicare Marketing Guidelines Present New Compliance Challenges”

Hinshaw Health Care Practice Group partner [Michael A. Dowell](#) wrote an article published by BNA's *Medicare Report* in its July 13, 2012 issue. The article discusses the final 2013 Medicare Marketing Guidelines, recently released by the Centers for Medicare and Medicaid Services (CMS). The Guidelines went through extensive revisions to make them less prescriptive, and include a number of important revisions and clarifications. The article highlights some of the most significant changes, including new time-frame requirements for outbound enrollment and verification calls, revised disclaimers, website review submission, star rating marketing restrictions, and a new multi-language insert required to be included with certain marketing materials.

Click [here](#) for a PDF version of the [full article](#).

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