

the contact that will facilitate provider access to the MAO's PFFS plan terms and conditions of payment. Use the following navigation path in HPMS to enter the appropriate information for this new contact: HPMS Homepage > Contract Management > Contract Management > Select a Contract Number > Contact Data.

CMS has also added the following website field in HPMS for PFFS plans: "PFFS Terms and Conditions of Payment website". Note that this field should be populated with the web address for where the MAO maintains its PFFS plan terms and conditions of payment. Use the following navigation path in HPMS to enter the appropriate information for this new contact: HPMS Homepage > Contract Management > Basic Contract Management > Select a Contract Number > Org. Marketing Data.

70.13 - Requirement that All Plans Give Beneficiaries Notice of Sales Event Cancellations

(Rev. 91; Issued: 08-07-09; Effective/Implementation Date: 08-07-09)

42 CFR 422.114

CMS has established the following requirements on how all plan sponsors should notify beneficiaries when advertised scheduled sales events have been cancelled. The method used to notify beneficiaries of the cancellation may vary depending on the individual plan's circumstances.

1. If a sales event is cancelled within 48 hours before of its originally scheduled date and time, the plan sponsor must:
 - Notify its Regional Office Account Manager of the cancellation.
 - A representative of the plan sponsor must be present at the site of the cancelled sales event, at the time that the event was scheduled to occur, to inform attendees of the cancellation and distribute information about the plan sponsor.
2. If a sales event is cancelled more than 48 hours of its originally scheduled date and time, the plan sponsor must notify its Regional Office Account Manager and beneficiaries of the cancellation by the same means the plan sponsor used to advertise the event. Examples of reasonable notification are:
 - If an announcement of the sales event was made in the newspaper, then the cancellation of the event must also be announced through the same newspaper;
 - If beneficiaries were identified through personal calls, then a representative of the plan sponsor must call the beneficiaries to inform them of the cancellation;
 - If beneficiaries RSVP for the sales event, then a representative of the plan sponsor must call the beneficiaries to inform them of the cancellation; and

- If an announcement of the sales event was sent through a mass mailing, then the plan sponsor should consult with the Regional Office to decide upon the most reasonable way to notify beneficiaries about the event cancellation in a short amount of time instead of a sending another mass mailing.

Notification of cancelled sales events should be made, whenever possible, more than 48 hours prior to the originally scheduled date and time of the event. If beneficiaries are notified of a cancellation more than 48 hours before the event, then there is no expectation that a representative of the plan sponsor should be present at the site of the event.

80 - Special Guidance on Telephonic Scripts and Activities

(Rev. 91; Issued: 08-07-09; Effective/Implementation Date: 08-07-09)

80.1 - Customer Service Call Center Requirements

(Rev. 91; Issued: 08-07-09; Effective/Implementation Date: 08-07-09)

42 CFR 423.128(d)(1)

During the annual enrollment period (November 15 to December 31 of each year) through 60 days past the beginning of the following calendar year (January 1 to March 1), plan sponsors will be required to operate a toll-free call center for both current and prospective enrollees that operates seven days a week at least from 8:00 A.M. to 8:00 P.M. according to the time zones for the regions in which they operate. During this time period, current and prospective enrollees must be able to speak with a customer service representative.

However, from March 2 until the following annual enrollment period, plan sponsors are permitted to use alternative technologies to meet the customer service call center requirements for Saturdays, Sundays, and holidays. For example, a plan sponsor may use an interactive voice response system or similar technologies to provide the required information listed below, and/or allow a beneficiary to leave a message in a voice mail box. A customer service representative must then return the call in a timely manner, within no more than one business day later.

The call center must:

- Provide information in response to inquiries outlined in §80.1.3;
- Follow an explicitly defined process for handling customer complaints;
- Provide service to all non-English speaking and hearing impaired beneficiaries; and
- Make information about Best Available Evidence (BAE) policy readily available for those who contact the plan sponsor's call center. Refer to §100 for additional information.