



Job aid

Virtual Educational and Sales Events

Purpose of Document

As of August 2020, the CMS Medicare Communications and Marketing Guidelines (MCMG) is silent on guidelines for conducting virtual educational and marketing/sales events. CMS has stated that no new MCMG updates will be released in 2020.

OptumCare is issuing the guidelines below in the absence of CMS guidance on the topic in order to allow agents/brokers to conduct educational events and formal sales events during the Annual Election Period occurring October 15 through December 7, 2020. This guidance will remain in effect until further notice pending updated guidelines from CMS.

Conducting Events

Per the Optum Policy detailed here, Licensed Insurance Agents/Brokers are permitted to conduct virtual formal educational and marketing/sales events in partnership with Optum-affiliated providers.

All CMS, OptumCare, and carrier guidelines, rules, policies, and procedures related to advertising and conducting educational and marketing/sales events apply.

The agent/broker is responsible for ensuring that a consumer's PHI/PII is protected and secure.

Informal virtual sales events are not permitted. Informal virtual sales events are defined as sales events which a) do not include a formal sales presentation, and b) do not have a defined beginning and/or ending time.

Approved Platforms/Modalities

The approved modalities/platforms for conducting these events are 1) WebEx and 2) Secure Video (a licensed version of Zoom). Use of any other platform/modality for conducting events must be gained in writing from Optum Compliance prior to conducting the events.

RSVP Rules

When a consumer contacts provider or agent/broker to RSVP, the provider or agent/broker:

- Must not require the consumer provide their name or contact information other than an email address to provide the consumer with event-specific details.
- May request permission to contact (PTC) for future contact.

Agent/Broker Conduct During Events

During the event, the agent/broker:

- Must not require attendees to provide their name and/or contact information as a condition to attend or ask a question.
- Must provide their contact information and may direct attendees to contact them after the event has concluded for further information, to schedule a one-on-one marketing appointment, and/or to enroll.
- Must not request or obtain consumer's contact information (e.g., name, phone number) verbally or via interactive functionality (e.g., chat).
- Must not contact attendees using a WebEx/Zoom roster. The roster is considered the same as a sign-in sheet used at an in-person event, which does not provide permission to contact.

For additional information or guidance, please contact Compliance Marketing at cdomarketingqa@optum.com.

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