**80.4 – Telesales and Enrollment Scripts**

42 CFR §§ 422.60(c), 422.2262, 422.2264, 422.2268, 423.32(b), 423.2262, 423.2264, 423.2268

Telesales and enrollment scripts are considered marketing and must be submitted to CMS as outlined in Section 90. If a sales call progresses to a telephonic enrollment, the sales staff must clearly inform the beneficiary that they are enrolling into the Plan (using the specific Plan name/type). In addition, enrollment scripts must:

• Follow all requirements described in CMS Eligibility and Enrollment Guidance

(<https://www.cms.gov/Medicare/Eligibility-andEnrollment/MedicareMangCareEligEnrol/index.html>)

Chapter 2 of the Medicare Managed Care Manual) and Chapter 17, Subchapter D, of the Medicare Managed Care Manual, as well as Chapter 3 of the Medicare Prescription Drug Benefit Manual (<https://www.cms.gov/Medicare/Prescription-DrugCoverage/PrescriptionDrugCovContra/PartDManuals.html>);

• Provide confirmation of having accepted/completed the telephone enrollment request, such as a confirmation tracking number or other tracking mechanism; 23

• Provide a statement that the individual will receive a notice acknowledging receipt of the enrollment (e.g., acknowledging request for additional information or denial of enrollment); and

• Provide contact information for questions including toll-free telephone and TTY numbers.