

My Patients Are Turning 65. What Are Their Options?

When patients of yours turn 65, they may have questions about their insurance options as they become eligible for Medicare. You can help your patients maintain affordable, high-quality coverage when they turn 65 by encouraging them to visit **www.medicare.gov**. There they can view plans available in their area and compare plans based on price and quality ratings.

Among their options is a Healthfirst Medicare Advantage plan. Healthfirst Medicare Advantage HMO plans are the only plans in NYC to achieve 4 stars out of a 5-star rating three years in a row, as rated by the Centers for Medicare & Medicaid Services. Healthfirst offers a variety of Medicare plans for all lifestyles and financial situations, including plans designed for low-income individuals who are eligible for Medicaid or Extra Help from Social Security to help them pay for prescription drug coverage.

Your patients can learn more about Healthfirst's Medicare plans by:

- visiting the Healthfirst website at **www.healthfirst.org**
- coming to a local Healthfirst Help Center
- calling us at **1-877-237-1303** (TTY 1-888-542-3821), 7 days a week, 8am to 8pm

If you don't already participate in Healthfirst's Medicare Advantage plans, contact us to find out how you can.

As a Healthfirst provider, what am I allowed to tell my patients with regard to the plan?

You may

- Make available Healthfirst Medicare Advantage marketing materials in common areas, as long as any other Medicare health plan that asks the same for their plans is accommodated. Please note that you cannot provide these materials within an exam room setting
- Refer your patients to other sources of information, such as the local Social Security Office or the CMS website at **www.medicare.gov**
- If your patient specifically asks about Healthfirst plans, you can refer them to our website at **www.healthfirst.org**
- Share information from the CMS website with your patients, including the *Medicare and You* handbook or the *Medicare Options Compare* or other documents that were written by or approved by CMS

You may not

- Accept enrollment applications or complete an enrollment application on behalf of a beneficiary
- Make phone calls or direct, urge, or attempt to persuade beneficiaries to enroll in a specific plan based on financial or any other interests you may have
- Send marketing materials on behalf of Healthfirst or any other Medicare health plan
- Offer anything of value to induce enrollees to select you as their provider of healthcare
- Offer inducements to persuade beneficiaries to enroll in Healthfirst or in any other Medicare health plan
- Accept compensation directly or indirectly from Healthfirst or any other Medicare plan for enrollment activities

What Provider materials are available to providers?

You may contact Provider Services at **1-888-801-1660**, Monday to Friday, 8:30am–5:30pm, for provider-related information.