

## **CMS Medicare Marketing Rule Update - ALL Markets, please respond to the Operation Shout!**

WOW - there is power in numbers! We reached over 15,000 sends on the [Operation Shout from agents](#) in less than a week and almost 1000 on the [new one that you can share with your clients!](#)

Update: NAHU has received notice from CMS that they are just waiting for clearance to send their response, and in the meantime NAHU has sent another communication asking for clarification and guidance since we know agents are receiving conflicting interpretations of the rule.

We are currently in a place that we need to show our professionalism and abiding by the rules is part of what gives professional, licensed and certified agents distinction from TPMO and other call center or even SHIP enrollment sources. That means that we will all be prepared to follow the rules to the best of our ability until we get clear guidance, or notice that the rule is delayed for further consideration. NAHU and your Medicare Advisory teams are planning to host a nationwide webinar when they get official guidance from CMS. Since that may be AFTER Oct 1st, our best advice to our members is to error on the side of caution as you prepare to comply with the rule beginning Oct 1st.

The marketing rules are not going to go away and we have to turn up the volume but we need your help now by [becoming a NAHU member](#). Now is the time to stand up for your profession and be heard. We need Congress to hear your message about the value you bring every day to millions of Medicare beneficiary clients who rely on your advice throughout the year. You cannot sit on the sidelines, so join the fight and become a member today. Remember, there is strength in numbers and we are stronger together.

Please keep sharing the petition and the join now link with colleagues. The healthcare debate will continue and membership is what gives us a voice!