

Considering the Impact of and Response to CMS's Proposed Plan Year 2024 Regulations

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- Review the material portions of the new draft CMS Regulations which will drastically impact marketing and advertising of Medicare Part C and D plans
- Cover the "word on the street" about proposed commentary back to CMS from (a) carriers; (b) FMOs; and (c) the Medicare lead generation industry
- Advise on possible achievement of CMS stated goals in the regulatory preamble in a manner less detrimental to consumers, carriers, FMOs, and marketers)

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