

# Website Guidelines – Humana

## Websites must:

- The correct use of the Humana name or logo. If logo looks wrong, distorted, outdated, you will need to get a updated version
- If the website is used to market or obtain beneficiary information for the purposes of marketing and/or enrollment into a Medicare Advantage or Prescription Drug Plan, then **it must be submitted for the full Humana corporate review and CMS filing**
- Must include any applicable MMG disclaimers
- Use a font size equivalent to or larger than Times New Roman 12pt
- List Days/Hours of operation and TTY when required
- Indicate a phone number will direct callers to a “licensed sales/insurance agent” when required
- Clearly identify who the material owner is
- Contain opt out requirements for electronic communications
- Only reference Medicare health plans, and mention MA and/or PDP products in a general way

## Generic websites must not:

- Use specific plan, benefits, or premium details
- Mention specific providers or provider groups
- Use scare or high-pressure tactics
- Use Bait and Switch tactics
- Use claims of endorsement (i.e. no statements that plans are recommended or endorsed by CMS, Medicare, or the Department of Health & Humana Services)
- Use the word “Free” in context of benefits.
- Use the word “Free” to describe a zero dollar premium. Use of the phrase “no cost” is permissible.
- Use of misleading statements
- Use absolute statements or superlative statements
- Use of inaccurate or nonfactual agent titles or special designation
- Does not discriminate based upon age of Medicare beneficiary or otherwise violate section 30.4 of the MMG.
- May not communicate about following year’s Medicare plans prior to October 1st.