IMPORTANT NOTICE:
Non-Compliant "Reward" or "Prize" Sites & Identification of Non-Compliant Lead Source URL

Compliance has recently been made aware of a **website** that **does not meet carrier or CMS' Medicare Marketing requirements.**

If you are using this lead source in your business, you must immediately stop using this and any similar incentivized "reward" or "prize-based" lead sources.

Unapproved Source: https://try4.prize-my-search.com/

USE of ANY “prizes” or “rewards” to entice beneficiaries to provide personal information is a prohibited “bait-and-switch” tactic.

- **Deceptive Intent:** CMS prohibits marketing that misleads beneficiaries by focusing on non-health-related incentives (like gift cards or prizes) to capture leads.
- **Inducement Violation:** Offers exceeding a nominal value of **$15** are considered illegal inducements to influence enrollment decisions.
- **Lack of Transparency:** This source fails to clearly state that the primary purpose of the “prize search” is to solicit for Medicare Advantage or Part D plans.

As a reminder, agents are personally responsible for ensuring that their lead generation and marketing activities comply with carrier and CMS requirements and all marketing materials used for lead generation must be approved by carriers and CMS prior to use. Certain carriers also require the approval of permission to contact pieces even if they do not meet the definition of “marketing” as defined by CMS. The use of unapproved marketing materials places both the agent and YourPlanChoice at risk for corrective action.

If you have additional questions on lead generation practices, please contact your direct upline.

Please also see the YourPlanChoice policy on Use of Lead Vendors located in the Polices section of Compliance - YourFMO

Required Reading and Distribution

This Important Notice is required to be distributed to all agents/agencies in your hierarchy. You are required to ensure that you and your agents are familiar with this Important Notice and are not using the noncompliant lead source.

IMPORTANT NOTICE: This compliance bulletin is intended strictly for licensed agent use only. Do not distribute to clients, prospects, or any unauthorized individuals.