



**COMMONWEALTH OF VIRGINIA**  
**DEPARTMENT FOR AGING AND REHABILITATIVE SERVICES**

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**MEMORANDUM**

**TO:** Executive Directors  
Area Agencies on Aging

**FROM:** Tim Catherman

**DATE:** November 6, 2012

**SUBJECT:** CMS Issues PACE Marketing Guidelines

In October 2012, CMS Issued PACE Marketing Guidelines. The guidance reflects its CMS interpretation of the marketing requirements and related provisions of the Program of All-Inclusive Care for the Elderly (PACE): <http://www.medicaid.gov/Medicaid-CHIP-Program-Information/By-Topics/Long-Term-Services-and-Support/Integrating-Care/Program-of-All-Inclusive-Care-for-the-Elderly-PACE/Downloads/PACE-Marketing-Guidelines.pdf>