The Senior Issues (B) Task Force met Aug. 13, 2023. During this meeting, the Task Force:

1. Adopted its April 14 and Spring National Meeting minutes.

2. Heard a presentation from the federal Centers for Medicare & Medicaid Services (CMS) on its new Medicare Advantage marketing rules and regulations.

3. Heard a presentation from eHealth about lead generators and its work.

4. Heard a presentation from the New Mexico Cancer Center (NMCC) on concerns about adverse risk selection in Medicare Advantage plans.


6. Heard a request to open the Coordination of Benefits Model Regulation (#120) and make the necessary correction to alleviate the federal Consolidated Omnibus Budget Reconciliation Act of 1985 (COBRA)/Medicare conflict.