

*2023 Summer National Meeting  
Seattle, Washington*

**SENIOR ISSUES (B) TASK FORCE**

Sunday, August 13, 2023  
3:00 – 4:30 p.m.

**Meeting Summary Report**

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.
5. Heard an update on the status of Minnesota’s “Own Your Future” initiative and Washington’s WA Cares Fund.
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.