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MEMORANDUM

**DATE:** December 9, 2010

**TO:** All Medicare Advantage Organizations and Prescription Drug Plan Sponsors

**FROM:** Danielle Moon, Director, J.D., M.P.A.  
Medicare Drug & Health Plan Contract Administration Group

**SUBJECT:** Contract Year 2012 Customized Enrollee Data Pilot Program

In our proposed rule, “Proposed Changes to the Medicare Advantage and the Medicare Prescription Drug Benefit Programs for Contract Year 2012,” which published in the *Federal Register* on November 22, 2010, we proposed requiring MA organizations and Part D sponsors to periodically provide each enrollee with enrollee specific data to use to compare utilization and out-of-pocket costs in the current plan year to projected utilization and out-of-pocket costs for the following plan year (75 FR 71230 - 71233). Plans would disclose this information to plan enrollees in each year in which a minimum enrollment period has been met, in conjunction with the annual renewal materials (i.e., ANOC and EOC). As we contemplate implementation of this proposed requirement and model designs for conveying such customized enrollee data moving forward, we are seeking feedback as part of the notice-and-comment rulemaking process from MA organizations, PDP sponsors, the beneficiary community, and other external stakeholders related to design, content, and the cost calculations to assist us in implementing this provision.

As discussed in the proposed rule, if we choose to finalize the proposed information requirement, we would conduct a pilot program for CY 2012 with a few MA organizations and PDP sponsors to test approaches to conveying customized beneficiary data, based on the comments and suggestions we receive in response to our proposed requirement. We believe a CY 2012 pilot would be instrumental to the development of a tool for all MA organizations and PDP sponsors for CY 2013 and beyond.

Because of the relatively short time period between publishing the CY 2012 final rule and potential implementation of a pilot program to coincide with dissemination of the annual ANOC/EOC, we would like to begin preliminary organization and development of this pilot as soon as possible. We would seek to include in the pilot program a range of organizations and sponsors representing a cross-section of plan types, enrollees, and geographic areas. We would also welcome the input and suggestions of the MA organizations and Part D sponsors that volunteer to participate. Specifically, we would solicit feedback from these organizations and sponsors about the development of this document, as well as the implementation and evaluation of the pilot. In addition, we encourage volunteer

organizations and sponsors to share with us examples of any documents and tools, beyond those already required by CMS (e.g., the Part D explanation of benefits) that they are using to provide Parts C and D utilization information to enrollees.

We look forward to working with the volunteer MA organizations and PDP sponsors on the development and of a model customized enrollee data tool and the implementation of a CY 2012 pilot program. Please contact Heather Hostetler at 410.786.4515 or [heather.hostetler@cms.hhs.gov](mailto:heather.hostetler@cms.hhs.gov) by December 23, 2010 to participate in the proposed pilot program.