



MEDICARE DRUG & HEALTH PLAN CONTRACT ADMINISTRATION GROUP

DATE: July 18, 2014

TO: Medicare-Medicaid Plans

FROM: Kathryn A. Coleman
Acting Director

SUBJECT: Release of Final Contract Year 2015 Marketing Guidance and Model Materials for Medicare-Medicaid Plans in Massachusetts

Attached to this memorandum is the final Contract Year (CY) 2015 marketing guidance for Medicare-Medicaid Plans (MMPs) operating in the Massachusetts Capitated Financial Alignment Demonstration. This guidance has been jointly updated by CMS and Massachusetts and reflects minor updates relative to the CY 2014 guidance, as well as changes to align with the recently released CY 2015 Medicare Marketing Guidelines (MMG).

Also attached are slightly updated versions of the model marketing materials previously released to Massachusetts MMPs for use in CY 2015. Please note that we are including all CY 2015 models with this memorandum, including models that were not updated. Massachusetts MMPs may only use the CY 2015 models for marketing of CY 2015 benefits. These models were jointly updated by CMS and Massachusetts and reflect policy and other significant changes to Part D and Medicare Advantage models for CY 2015.

- **Annual Notice of Change (ANOC):** As provided in the MMG and Massachusetts' MMP marketing guidance document, the CY 2015 ANOC must be received by current enrollees no later than September 30, 2014.
- **Summary of Benefits (SB):** As provided in the MMG and Massachusetts MMP marketing guidance document, the CY 2015 SB must be received by current enrollees no later than September 30, 2014 when the plan chooses to send an ANOC without the Member Handbook/Evidence of Coverage (EOC).
- **List of Covered Drugs (Formulary):** As provided in the MMG and Massachusetts MMP marketing guidance document, the CY 2015 formulary must be received by current enrollees no later than September 30, 2014.
- **Member Handbook/Evidence of Coverage (EOC) - Chapters 1-12:** As provided in the MMG and Massachusetts MMP marketing guidance document, the Member Handbook must be approved and on the plan's website, and ready to be mailed upon request to current or prospective members by October 1, 2014 (if it is not sent with the ANOC to

current members by September 30, 2014). If the plan elects not to send the Member Handbook with the ANOC for current member receipt by September 30, 2014, it must be mailed and received no later than December 31, 2014.

- **Provider and Pharmacy Directory:** As provided in the MMG and Massachusetts MMP marketing guidance document, the directory must be approved and on the plan's website, and ready to be mailed upon request to current or prospective members by October 1, 2014.
- **ID Card**
- **Notice of Adverse Action (Denial of Level 1 Appeal) – For a MassHealth Only Service**
- **Notice of Adverse Action (Denial of Level 1 Appeal) – For a Medicare and MassHealth Service**
- **Notice of Adverse Action (Denial or Modification of a Requested Service)**
- **Welcome Letter for Passively Enrolled Individuals (Exhibit 5a):** As provided in the Massachusetts marketing guidance document, this letter must be sent by the later of the last day of the month prior to the member's effective date, or 10 calendar days from receipt of the CMS confirmation of enrollment.

The CY 2015 Massachusetts MMP marketing guidance also includes a new requirement for a Welcome Letter for Individuals Who Voluntarily Enrolled (Exhibit 5b). This letter must be sent to opt-in enrollees by the later of the last day of the month prior to the member's effective date, or 10 calendar days from receipt of the CMS confirmation of enrollment. A version for Massachusetts MMPs is attached to this memorandum.

The attached guidance and models will also be posted to the Financial Alignment Initiative website at <http://cms.gov/Medicare-Medicaid-Coordination/Medicare-and-Medicaid-Coordination/Medicare-Medicaid-Coordination-Office/FinancialAlignmentInitiative/InformationandGuidanceforPlans.html>.

We remind MMPs that all required marketing materials must be available to current and prospective enrollees and posted on plan websites when marketing for CY 2015 begins on October 1, 2014. Please work closely with your marketing reviewers and Contract Management Team to ensure timely submission and approval of all required CY 2015 marketing materials.

If you have any questions about the contents of this memorandum, please contact the Medicare-Medicaid Coordination Office at mmcocapsmodel@cms.hhs.gov.