

DEPARTMENT OF HEALTH & HUMAN SERVICES
Centers for Medicare & Medicaid Services
Center for Medicare
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MEDICARE DRUG & HEALTH PLAN CONTRACT ADMINISTRATION GROUP

DATE: October 30, 2013

TO: Medicare-Medicaid Plans

FROM: Danielle R. Moon, J.D., M.P.A.
Director

SUBJECT: Release of Final Contract Year 2014 Marketing Guidance for Medicare-Medicaid Plans in Virginia

Attached to this memorandum is the final Contract Year 2014 marketing guidance for Medicare-Medicaid Plans that intend to operate in the Virginia Capitated Financial Alignment Demonstration. This guidance has been jointly developed by CMS and Virginia.

We thank the health plans, advocacy organizations, and other external entities that submitted comments on the draft marketing guidance document we distributed for public comment on August 9, 2013. This final guidance reflects the feedback we received through that public comment process.

The attached guidance 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/FinancialModelstoSupportStatesEffortsInCareCoordination.html>.

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