

DEPARTMENT OF HEALTH & HUMAN SERVICES
Centers for Medicare & Medicaid Services
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MEDICARE-MEDICAID COORDINATION OFFICE

DATE: July 28, 2023

TO: New York Medicare-Medicaid Plans

FROM: Lindsay P. Barnette
Director, Models, Demonstrations, and Analysis Group

SUBJECT: Release of Final Contract Year 2024 Marketing Guidance for
New York FIDA-IDD MMP

Attached to this memorandum is the final Contract Year (CY) 2024 Marketing Guidance for the Medicare-Medicaid Plan (MMP) operating in the New York Fully Integrated Duals Advantage for individuals with Intellectual and Developmental Disabilities (FIDA-IDD) capitated financial alignment model demonstration. CMS and New York jointly updated the Marketing Guidance for the New York MMP, in accordance with provisions of the Three-Way Contract.

All Medicare Advantage-Prescription Drug (MA-PD) plan sponsor requirements in 42 CFR Parts 422 and 423 as well as all MA-PD plan sponsor requirements in the Medicare Communications and Marketing Guidelines (MCMG), posted at www.cms.gov/Medicare/Health-Plans/ManagedCareMarketing/FinalPartCMarketingGuidelines apply to MMPs participating in the New York FIDA-IDD capitated financial alignment model demonstration, except as clarified or modified in this Marketing Guidance.

We will post the attached Marketing Guidance to the Medicare-Medicaid Coordination Office webpage at www.cms.gov/Medicare-Medicaid-Coordination/Medicare-and-Medicaid-Coordination/Medicare-Medicaid-Coordination-Office/FinancialAlignmentInitiative/MMPInformationandGuidance/MMPMarketingInformationandResources, grouped alphabetically by state under the “State-Specific Information” heading.

For any questions about the contents of this memorandum, please contact your Contract Management Team or the Medicare-Medicaid Coordination Office at MMCOCapsModel@cms.hhs.gov.