

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

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**DATE:** July 25, 2023

**TO:** South Carolina Medicare-Medicaid Plans

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

**SUBJECT:** Release of Final Contract Year 2024 Marketing Guidance for South Carolina Medicare-Medicaid Plans

Attached to this memorandum is the final Contract Year (CY) 2024 Marketing Guidance for Medicare-Medicaid Plans (MMPs) operating in the South Carolina capitated financial alignment model demonstration. CMS and South Carolina jointly updated the Marketing Guidance for South Carolina MMPs, 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](http://www.cms.gov/Medicare/Health-Plans/ManagedCareMarketing/FinalPartCMarketingGuidelines) apply to MMPs participating in the South Carolina 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](http://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](mailto:MMCOCapsModel@cms.hhs.gov).