



**MEDICARE-MEDICAID COORDINATION OFFICE**

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**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](http://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](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).