



MEDICARE-MEDICAID COORDINATION OFFICE

DATE: February 10, 2015

TO: Medicare-Medicaid Plans
States Participating in Financial Alignment Initiative Demonstration

FROM: Sharon Donovan, Director, Program Alignment Group
Medicare-Medicaid Coordination Office

SUBJECT: Outreach to Demonstration Eligible Individuals

As we enter a new calendar year for the Financial Alignment Initiative, we want to remind States and Medicare-Medicaid Plans (MMPs) of the ongoing ability to reach out to individuals who have opted out of passive enrollment, as well as clarifying which individuals become newly eligible for passive enrollment once we are in a new calendar year.

Individuals Who Become Re-Eligible for Passive Enrollment in a New Calendar Year

Section 30.1.4 of the national MMP Enrollment and Disenrollment Guidance¹ (“National Guidance”) stipulates that enrollment changes not initiated by the individual are limited to once per year. With the advent of a new year, these individuals who had been excluded for passive enrollment effective dates throughout calendar year 2014 may now be included in passive enrollments with effective dates in calendar year 2015, assuming they meet the rest of the criteria for passive enrollment. Individuals who become newly eligible for passive enrollment include:

- Those involuntarily disenrolled during a given calendar year per section 40 of the National Guidance, such as those who temporarily lose Medicaid eligibility.
- To minimize disenrollments due to loss of Medicaid eligibility, States are encouraged to simplify the redetermination process, as well as leveraging MMPs as partners by sharing redetermination dates so plans can assist beneficiaries with the process. For more information on strategies to simplify redetermination, please see the January 23, 2015 Informational Bulletin entitled Enrollment and Retention Flexibilities to Better Serve Medicare-Eligible Medicaid Enrollees.²
- Those included in Medicare’s annual Part D reassignment process with an effective date in the previous year, but not included in reassignment for the current year. For example, an individual included in the October 2013 LIS reassignment that was effective January 1, 2014, could not be included in passive enrollment into an MMP for an effective date in

¹ <http://www.cms.gov/Medicare-Medicaid-Coordination/Medicare-and-Medicaid-Coordination/Medicare-Medicaid-Coordination-Office/Downloads/MMPFinalEnrollGuidance.pdf>

² <http://www.medicaid.gov/Federal-Policy-Guidance/Downloads/CIB-01-23-2015.pdf>

calendar year 2014, but may be included for passive enrollment effective dates starting January 1, 2015 (assuming they were not also included in reassignment effective January 2015).

Outreach and Education for Individuals Eligible for but Not Enrolled in MMPs

Throughout the demonstration, States may conduct outreach and education of the benefits of enrolling in an MMP to those not already enrolled. This includes individuals in a service area or eligibility category where there is only opt-in enrollment, as well as individuals who have previously opted out of passive enrollment into an MMP. Ongoing efforts to better understand the beneficiary experience of those enrolled in MMPs may help inform effective messages to those who may have not yet enrolled.

In addition, as provided under section 70.6 of the Medicare Marketing Guidelines,³ organizations sponsoring MMPs may contact current Medicare Advantage, Prescription Drug Plan, and Medicaid managed care members to promote other Medicare products they offer, including their Medicare-Medicaid Plan (MMP). We encourage plans to use reasonable efforts to contact current members who are eligible for MMP enrollment to provide information about the benefits of their MMP product.

If you have any questions, please send an email to MMCOcapsmodel@cms.hhs.gov .

³ <http://cms.gov/Medicare/Health-Plans/ManagedCareMarketing/FinalPartCMarketingGuidelines.html>