



MEDICARE-MEDICAID COORDINATION OFFICE

DATE: October 28, 2015

TO: Medicare-Medicaid Plans in Michigan

FROM: Sharon Donovan
Director, Program Alignment Group

SUBJECT: Michigan MMPs: Revision to Final Contract Year 2016 Marketing Guidance

This memorandum updates the Final Contract Year 2016 Marketing Guidance for Michigan Medicare-Medicaid Plans (MMPs), originally issued on July 31, 2015, which inadvertently excluded the requirement that the disclaimer on the availability of non-English translations in section 50.4 must be included in English, Arabic, and Spanish. Specifically, section 50.4 of the guidance is revised as follows:

Old Language:

Section 50.4 – Disclaimer on Availability of Non-English Translations

This section is replaced with the following revised guidance:

Section 50.4 – Disclaimer on Availability of Non-English Translations

42 CFR 422.2264(e), 423.2264(e)

Plans that meet either: (1) Medicare’s five (5) percent threshold for language translation (refer to section 30.5 of this guidance) or (2) the relevant Medicaid translation standard must place the following alternate language disclaimer on all the required materials identified in section 30.5 of this guidance:

“You can get this information for free in other languages. Call <insert Member Service toll-free phone and TTY/TDD numbers, days and hours of operation>. The call is free.”

Non-English disclaimers must be placed below the English version and in the same font size as the English version.

NOTE: Member ID Cards are excluded from this requirement. Radio ads are only required to include the disclaimer in the same language as the ad.

New Language:

Section 50.4 – Disclaimer on Availability of Non-English Translations

This section is replaced with the following revised guidance:

Section 50.4 – Disclaimer on Availability of Non-English Translations

42 CFR 422.2264(e), 423.2264(e)

Plans must include the following disclaimer in English, Arabic, and Spanish, as well as any languages that meet either: (1) Medicare’s five (5) percent threshold for language translation (refer to section 30.5 of this guidance) or (2) the relevant Medicaid translation standard must place the following alternate language disclaimer on all the required materials identified in section 30.5 of this guidance:

“You can get this information for free in other languages. Call <insert Member Service toll-free phone and TTY/TDD numbers, days and hours of operation>. The call is free.”

Non-English disclaimers must be placed below the English version and in the same font size as the English version.

NOTE: Member ID Cards are excluded from this requirement. Radio ads are only required to include the disclaimer in the same language as the ad.

The changes in this memorandum are effective immediately, and we expect to revise the Michigan MMP marketing guidance and models to reflect these changes when we next update those documents for CY 2017.

If you have 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.