



**MEDICARE DRUG & HEALTH PLAN CONTRACT ADMINISTRATION GROUP**

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DATE: September 6, 2013

TO: Medicare-Medicaid Plans

FROM: Danielle R. Moon, J.D., M.P.A.  
Director

SUBJECT: Release of Marketing Model Materials and New Marketing Codes for Medicare-Medicaid Plans (MMPs) in Illinois

The purpose of this memorandum is to announce the release of: (1) several model marketing documents, and (2) marketing codes in the Health Plan Management Systems (HPMS) specifically for Medicare-Medicaid Plans (MMPs) participating in Illinois' Capitated Financial Alignment Demonstration.

**Model Marketing Materials**

As described in our July 27, 2012 HPMS memorandum, "Update on Marketing Timelines and model Materials for Financial Alignment Demonstration Contract Applicants," CMS has developed a number of MMP-specific integrated model beneficiary materials. These have been shared externally and finalized, and then further modified by the state with stakeholder input to customize them based on the requirements of the Capitated Financial Alignment demonstration in Illinois.

Attached to this memo (and soon to be posted on the Financial Alignment Initiative web page at <http://cms.gov/Medicare-Medicaid-Coordination/Medicare-and-Medicaid-Coordination/Medicare-Medicaid-Coordination-Office/FinancialModelstoSupportStatesEffortsInCareCoordination.html>) are the following final Contract Year (CY) 2014 model documents for Illinois MMPs:

- Summary of Benefits (SB)
- Integrated Comprehensive Formulary
- Combined Pharmacy/Provider Directory

We intend to release the following additional model marketing materials in the near future:

- Evidence of Coverage (EOC)/Member Handbook (with chapters to be released on a flow basis as they are finalized)
- ID card
- Welcome Letter for Passively Enrolled Individuals

- Integrated Appeals Notice (for non-Part D services)

Additional models, including the Annual Notice of Change for CY 2015, will be released on a flow basis by mid-2014. CMS will also provide Illinois MMPs with Spanish translations of the following key marketing materials (the SB, ANOC/EOC (Member Handbook), integrated formulary, and provider/pharmacy directory).

### New Marketing Codes

CMS and the state have worked jointly on developing MMP-specific marketing codes for Illinois MMPs. All the new codes are currently available in HPMS (Monitoring / Marketing Review / Marketing Code Lookup) under category 16,000. MMPs must use these codes and will not be able to use the existing Medicare Advantage and Part D codes in the Marketing Module. Please note that the Marketing Code Lookup functionality provides information about how each material code will be reviewed (including file and use eligibility). MMPs in Illinois may not use MMP marketing codes created for other states. Please note that the code descriptions for each code are appended with an “(IL)” designation to ensure MMPs can distinguish between MMP codes for different states. The chart below summarizes the current codes for Illinois MMPs; we will add new codes to reflect new material categories as needed.

#### Category 16,000 – Illinois Medicare-Medicaid Plans (MMPs)

New Code	Description
16001	Summary of Benefits (IL)
16002	MMP Welcome Letter for Passively Enrolled Individuals (IL)
16003	Formulary (IL)
16004	Provider/Pharmacy Directory (IL)
16005	Other pre-enrollment documents (IL)
16006	Errata Model - Annual Notice of Change (ANOC) / Evidence of Coverage (EOC) (IL)
16007	Combined Annual Notice of Change (ANOC) / Evidence of Coverage (EOC)/Member Handbook (IL)
16008	Standalone Evidence of Coverage (EOC) / Member Handbook (IL)
16009	Standalone Annual Notice of Change (ANOC) (IL)
16010	Explanation of Benefits (EOB) for non-Part D services (IL)
16011	Member Identification Card (IL)
16012	Non-Renewal Notice (IL)
16013	Part D Offer Beneficiary Services (IL)
16014	Part D Denial Notices (IL)
16015	Part D Non-Coverage Notices (IL)
16016	Part D Status Notices (IL)
16017	Part D Rights Notices (IL)
16018	Part D Notice of plan decisions (IL)
16019	Part D Appeals and Grievance Forms/Letters (IL)
16020	Part D Claims/Org. Determinations/Appeals/Grievances - CMS specified documents (IL)

<b>New Code</b>	<b>Description</b>
16021	Integrated Denial Notice (IL)
16022	Non-Part D Claims/Org Determinations/Appeals/Grievances - CMS specified documents (IL)
16023	General Advertising - Presales Material (IL)
16024	Direct Mail Pieces (IL)
16025	Newspaper (IL)
16026	Radio (IL)
16027	TV (IL)
16028	Billboard/Banner (IL)
16029	Internet Web Pages (IL)
16030	Marketing Posters (IL)
16031	Newsletters (IL)
16032	Fliers (IL)
16033	Envelopes (IL)
16034	Physician Advertising Materials / Additional Promotions (IL)
16035	Multi-Language Insert (IL)
16036	Part D Explanation of Benefits (EOB) (IL)
16037	Excluded Provider Model Letter (IL)
16038	Prescription Transfer Letter (IL)
16039	Utilization Management Notifications (IL)
16040	Formulary Notices (IL)
16041	Formulary Change Notices (IL)
16042	Formulary/Drug - CMS specified documents
16043	Non-Renewal Script (IL)
16044	Surveys/Assessments (IL)
16045	Post Enrollment Member Outreach Scripts (IL)
16046	Other post-enrollment documents (IL)

Marketing policy guidance for Illinois MMPs will be issued shortly via HPMS and posted at <http://www.cms.gov/Medicare-Medicaid-Coordination/Medicare-and-Medicaid-Coordination/Medicare-Medicaid-Coordination-Office/FinancialModelstoSupportStatesEffortsInCareCoordination.html>.

If you have any questions about the contents of this memorandum, please contact the Medicare-Medicaid Coordination Office at [mmcocapsmodel@cms.hhs.gov](mailto:mmcocapsmodel@cms.hhs.gov).