



MEDICARE DRUG & HEALTH PLAN CONTRACT ADMINISTRATION GROUP

DATE: February 6, 2015

TO: Medicare-Medicaid Plans in Texas

FROM: Kathryn A. Coleman
Acting Director

SUBJECT: Texas MMPs: Update to Language in CY 2015 State-specific Marketing
Guidance and Addition of Marketing Code

The purpose of this memorandum is to: (1) update a provision of the final CY 2015 marketing guidance regarding submission of materials only subject to review by the State and (2) establish a marketing code for submission of those materials via HPMS.

Update to the State-specific Marketing Guidance

On January 22, 2015, the Centers for Medicare & Medicaid Services (CMS) released final CY 2015 marketing guidance for Medicare-Medicaid Plans (MMPs) in Texas (see posted guidance at: <https://www.cms.gov/Medicare-Medicaid-Coordination/Medicare-and-Medicaid-Coordination/Medicare-Medicaid-Coordination-Office/FinancialAlignmentInitiative/Downloads/FinalCY2015MarketingGuidanceTX.pdf>). Section 10 of that guidance document identifies the submission vehicle for State-reviewed materials that do not meet the definition of marketing materials in the Medicare Marketing Guidelines:

“MMPs will submit these materials to the State via the resource mailbox: [HPM MMP Communications@hhsc.state.tx.us](mailto:HPM_MMP_Communications@hhsc.state.tx.us) and will adopt the same timeframes for review of these materials as apply to marketing materials (10 days for a model review and 45 days for a non-model review).”

This memorandum updates the language in that section as follows:

“MMPs will submit these materials to the State via HPMS. The State will adopt the same timeframes for review of these materials as apply to marketing materials (10 days for a model review and 45 days for a non-model review).”

Marketing Code for Section 10 Materials Subject to State-only Review

When submitting materials identified in Section 10 of the final CY 2015 marketing guidance to the State via HPMS, Texas MMPs must use marketing code 17254.

The changes in this memorandum are effective immediately, and we expect to revise the Texas MMP marketing guidance to reflect this change when we next update that document for CY 2016.

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