

DEPARTMENT OF HEALTH & HUMAN SERVICES
Centers for Medicare & Medicaid Services
Center for Medicare
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MEDICARE-MEDICAID COORDINATION OFFICE

DATE: August 20, 2015

TO: Minnesota Senior Health Options (MSHO) D-SNPs

FROM: Sharon Donovan
Director, Program Alignment Group

SUBJECT: Release of Final Contract Year 2016 Marketing Guidance for Minnesota Senior Health Options (MSHO) D-SNPs

Attached to this memorandum is the final Contract Year (CY) 2016 marketing guidance for Minnesota Senior Health Options (MSHO) D-SNPs operating in the Minnesota Demonstration to Align Administrative Functions for Improvements in Beneficiary Experience. The guidance has been jointly developed by CMS and Minnesota consistent with the marketing related flexibilities incorporated into the September 12, 2013 memorandum of understanding.

The guidance document provides information only about those sections of the Medicare Marketing Guidelines (MMG) that are not applicable or that would be different for MSHO plans; therefore, it should be considered an addendum to the CY 2016 MMG for all marketing done for CY 2016 benefits.

The attached guidance will also be posted to the Financial Alignment Initiative website at <http://cms.gov/Medicare-Medicaid-Coordination/Medicare-and-Medicaid-Coordination/Medicare-Medicaid-Coordination-Office/FinancialAlignmentInitiative/InformationandGuidanceforPlans.html>.

For any questions about the contents of this memorandum, please contact your Account Manager or the Medicare-Medicaid Coordination Office at mmcocapsmodel@cms.hhs.gov.