



MEDICARE-MEDICAID COORDINATION OFFICE

DATE: June 10, 2016

TO: Medicare-Medicaid Plans in New York

FROM: Lindsay P. Barnette
Director, Models, Demonstrations, and Analysis Group

SUBJECT: New York MMPs: Revision to Final Contract Year 2016 Marketing Guidance for Medicare-Medicaid Plans

This memorandum updates the Final Contract Year (CY) 2016 Marketing Guidance for New York Medicare-Medicaid Plans (MMPs) participating in the FIDA Financial Alignment Model Demonstration, issued in revised form on March 23, 2016. Specifically, section 120 of the guidance has been changed as follows

Old Language

Section 120 – Marketing and Sales Oversight and Responsibilities

The provisions in this section of the MMG and all its subsections applicable to independent agents/brokers do not apply to FIDA Plans since the use of in

not regulate compensation of employed agents for FIDA Plans. NYSDOH does regulate the compensation of employed agents.

We also clarify that FIDA Plan staff conducting marketing activity of any kind, as defined in Appendix 1 of the MMG, must be licensed in the State (and, when required, appointed) as an insurance broker/agent.

New Language

Section 120 – Marketing and Sales Oversight and Responsibilities

The provisions in this section of the MMG and all its subsections applicable to independent agents/brokers do not apply to FIDA Plans since the use of independent agents/brokers is not permitted. All FIDA Plan enrollments are processed by the State's enrollment broker. We clarify that CMS and NYSDOH do not regulate compensation of employed agents for FIDA Plans.

We also clarify that FIDA Plan staff conducting marketing activity of any kind, as defined in Appendix 1 of the MMG, must be licensed in the State (and, when required, appointed) as an insurance broker/agent.

The changes in this memorandum are effective immediately, and we expect to revise the New York MMP marketing guidance to reflect these changes when we next update the document 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.