



MEDICARE-MEDICAID COORDINATION OFFICE

DATE: August 29, 2019

TO: Minnesota Senior Health Options (MSHO) Plans

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

SUBJECT: Minnesota Senior Health Options (MSHO) Plans: Release of Final Contract Year 2020 State-specific Marketing Guidance

Attached to this memorandum is the final CY 2020 State-specific Marketing Guidance for MSHO Plans operating in the Minnesota Demonstration to Align Administrative Functions for Improvements in Beneficiary Experience. The State-specific Marketing Guidance has been jointly updated by CMS and Minnesota and is applicable to all marketing for CY 2020 benefits.

The State-specific Marketing Guidance provides information only about those sections of the Medicare Communications and Marketing Guidelines (MCMG) that are not applicable or that are modified for MSHO Plans; therefore, this guidance document should be considered an addendum to the CY 2019 MCMG and the August 6, 2019, Health Plan Management System (HPMS) guidance memorandum, "Medicare Communications and Marketing Guidelines." MSHO Plans should carefully review the CY 2019 MCMG (see <https://www.cms.gov/Medicare/Health-Plans/ManagedCareMarketing/FinalPartCMarketingGuidelines.html>) and the August 6 memorandum, in conjunction with the State-specific Marketing Guidance, as the requirements of the MCMG that are not otherwise modified by this document apply to MSHO Plans.

The following is a summary of the changes to the CY 2019 State-specific Marketing Guidance for MSHO Plans.

- General updates and streamlining:
 - Edits to section numbers, titles, and references, consistent with changes in the August 6, 2019, HPMS guidance memorandum, "Medicare Communications and Marketing Guidelines."
 - Updates to web links.
 - Updates to marketing codes.
 - Additions to website required posting dates to section 100.4 tables as applicable.
 - Streamlined language throughout the document to ensure greater consistency.

- Updates to required disclaimer language consistent with disclaimer language in CY 2020 model marketing materials and the August 6, 2019, HPMS guidance memorandum, “Medicare Communications and Marketing Guidelines.”
- Deletion of the term “TDD” throughout since it is no longer in use.
- **Section 80.1 - Customer Service Call Center Requirements and Standards:** Clarifies that hold time messages that include marketing content must be submitted in HPMS and MSHO Plans must use marketing material code 17465 for this purpose.
- **Section 90.1 - Material Identification:** Clarifies that when a third party, such as a pharmacy benefit manager (PBM), creates and distributes member-specific materials on behalf of multiple organizations, it is not acceptable to use the material ID for another organization for materials the third party provides to MSHO Plan members. The material must be submitted in HPMS using a separate material ID number for the MSHO Plan, and that material ID number must be included on the material.
- **Section 90.1.1 - Materials Subject to Submission:** Indicates modifications to some MSHO Plan marketing code submission requirements and review timeframes for CY 2020 submissions, including some changes to “File & Use” status.
- **Section 100.3 - Changes and Corrections to Existing Documents:** Clarifies that, for purposes of MSHO Plan materials, guidance related to contracts applies except for Medicaid long-term services and supports (LTSS) providers.
- **Appendix 2 - Disclaimers, Table 2:** Adds a note stating that disclaimers are not required on the following material types: ID cards, call scripts, banners and banner-like ads, envelopes, outdoor advertising, text messages, and social media. Also clarifies that for model materials, MSHO Plans must continue to include disclaimers where they currently appear. For non-model materials, MSHO Plans may include disclaimers as footnotes or incorporate them into the body of the material.

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.