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MEDICARE-MEDICAID COORDINATION OFFICE

DATE: April 29, 2016

TO: Medicare-Medicaid Plans

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

SUBJECT: Rhode Island MMP: Contract Year 2016 Marketing Material Codes and Marketing Models

The purpose of this memorandum is to release: (1) information about marketing material codes in the Health Plan Management Systems (HPMS); and (2) the first of the new model materials for CY 2016 specifically for the Medicare-Medicaid Plan (MMP) participating in Rhode Island’s capitated financial alignment demonstration.

Marketing Codes

CMS and the state have worked jointly to develop MMP-specific marketing codes for the Rhode Island MMP. All the codes are currently available in HPMS (Home/Monitoring/Marketing Review/Marketing Code Lookup) under category 17,000. The Rhode Island MMP must use these codes and will not be able to use the existing Medicare Advantage and Part D codes in the Marketing Module. The Rhode Island MMP may not use MMP marketing codes created for other states. Please note that the code descriptions for each code are preceded by a “(RI)” designation to ensure the MMP can distinguish between MMP codes for different states. Please note that the Marketing Code Lookup functionality provides information about how each material code will be reviewed (including file and use eligibility). The chart below summarizes the current codes for the Rhode Island MMP; we will add new codes to reflect new materials categories, as needed.

Category 17,000 – Rhode Island Medicare-Medicaid Plans (MMPs)

Code	Description
17601	(RI) Summary of Benefits
17602	(RI) Welcome Letters

Code	Description
17603	(RI) Formulary
17604	(RI) Provider/Pharmacy Directory
17605	(RI) Other pre-enrollment documents
17606	(RI) Errata
17607	(RI) Combined ANOC/EOC (Member Handbook)
17608	(RI) Standalone EOC/Member Handbook
17609	(RI) Standalone ANOC
17610	(RI) Part C Explanation of Benefits
17611	(RI) Member Identification Card
17612	(RI) Non-Renewal Notice
17613	(RI) Part D Offer Beneficiary Services
17614	(RI) Part D Denial Notices
17615	(RI) Part D Non-Coverage Notices
17616	(RI) Part D Status Notices
17617	(RI) Part D Rights Notices
17618	(RI) Part D Notice of plan decisions
17619	(RI) Part D Appeals and Grievance Forms/Letters
17620	(RI) Part D Claims/Org. Dets./Appeals/Griev.
17621	(RI) Integrated Denial Notice
17622	(RI) Non-Part D Claims/Org. Dets./Appeals/Griev.
17623	(RI) General Advertising - Presales Material
17624	(RI) Direct Mail Pieces
17625	(RI) Newspaper
17626	(RI) Radio
17627	(RI) TV
17628	(RI) Billboard/Banner
17629	(RI) Internet Web Pages
17630	(RI) Marketing Posters
17631	(RI) Newsletters
17632	(RI) Flyers
17633	(RI) Envelopes
17634	(RI) Physician Advertising/Addtl. Promotions
17635	(RI) Multi-Language Insert
17636	(RI) Part D Explanation of Benefits (EOB)
17637	(RI) Excluded Provider Model Letter
17638	(RI) Prescription Transfer Letter
17639	(RI) Utilization Management Notifications
17640	(RI) Transition Notice
17641	(RI) Formulary Change Notices
17642	(RI) Formulary/Drug - CMS specified documents
17643	(RI) Non-Renewal Script
17644	(RI) Marketing Presentations
17645	(RI) Marketing Scripts

Code	Description
17646	(RI) Surveys/Assessments
17647	(RI) Booklets/Pamphlets
17648	(RI) Post Enrollment Member Outreach Scripts
17649	(RI) Scope of Marketing Appointment Confirmation Form
17650	(RI) Scope of Marketing Appt. Confirmation Script
17651	(RI) Plan Delegated Enr/Disenr Notices
17652	(RI) Provider/Pharmacy Directory Notice
17653	(RI) Social Media Posts
17654	(RI) Mobile Applications
17655	(RI) Other post-enrollment documents
17656	Final Exp Rev - Provider/Pharmacy Directory (RI)
17657	Final Exp Rev - Formulary (RI)

Attached to this memorandum are some of the new model materials for CY 2016 developed jointly by CMS and Rhode Island for the MMP participating in the Rhode Island demonstration. These models are based on the national MMP templates which were updated for CY 2016 based on feedback received from plans, states, and other stakeholders, as well as changes to CY 2016 Medicare Advantage and Part D model materials. The Rhode Island MMP may only use the CY 2016 models for CY 2016.

The following materials are included with this memorandum

- Member ID Card
- Exhibit 5a (Welcome Letter for Passively Enrolled Individuals)
- Exhibit 5b (Welcome Letter for Individuals Who Opt in)

We expect to release additional CY 2016 marketing material models for the Rhode Island MMP on a flow basis as they are finalized. Those models include the Provider and Pharmacy Directory, List of Covered Drugs (Formulary), Summary of Benefits, Chapters 1-12 of the EOC/Member Handbook, and the integrated denial notice.

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