



MEDICARE DRUG & HEALTH PLAN CONTRACT ADMINISTRATION GROUP

DATE: May 2, 2014

TO: Medicare-Medicaid Plans

FROM: Danielle R. Moon, J.D., M.P.A.
Director

SUBJECT: Release of Final Contract Year 2014 Marketing Guidance and Model Materials
for Medicare-Medicaid Plans in New York

The purpose of this memorandum is to announce the release of: (1) the final Contract Year (CY) 2014 marketing guidance; and (2) several model marketing documents for Medicare-Medicaid Plans (MMPs) that intend to operate in the New York Capitated Financial Alignment Demonstration.

Final CY 2014 Marketing Guidance

We thank the health plans, advocacy organizations, and other external entities that submitted comments on the draft marketing guidance document we distributed for public comment on December 18, 2013. The final CY 2014 guidance attached to this memorandum was jointly developed by CMS and New York and reflects the feedback we received through that public comment process.

CY 2014 Model Marketing Materials

As described in our July 27, 2012 HPMS memorandum, "Update on Marketing Timelines and Model Materials for Financial Alignment Demonstration Contract Applicants," CMS has developed a number of MMP-specific integrated model beneficiary materials. These materials have been shared externally and finalized, and then further modified by the state to customize them based on the requirements of the Capitated Financial Alignment demonstration in New York.

Attached to this memorandum are the following final Contract Year (CY) 2014 model documents for New York MMPs:

- Chapters 1, 6, and 11 of the Evidence of Coverage (Participant Handbook)
- Integrated Provider/Pharmacy Directory

We intend to issue additional CY 2014 model materials for New York MMPs on a flow basis as they are completed. We will also release additional information about the MMP-specific marketing codes for New York MMPs in the near future.

The model materials and marketing guidance attached to this memorandum will also be posted to the Financial Alignment Initiative's "Information for Plans" web page at <http://cms.gov/Medicare-Medicaid-Coordination/Medicare-and-Medicaid-Coordination/Medicare-Medicaid-Coordination-Office/FinancialAlignmentInitiative/InformationandGuidanceforPlans.html>.

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