



**MEDICARE DRUG & HEALTH PLAN CONTRACT ADMINISTRATION GROUP**

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**DATE:** July 18, 2014

**TO:** Medicare-Medicaid Plans

**FROM:** Kathryn A. Coleman  
Acting Director

**SUBJECT:** Release of Final Contract Year 2015 Marketing Guidance and Model Materials for Medicare-Medicaid Plans in Virginia

Attached to this memorandum are slightly updated versions of the model marketing materials previously released to Virginia MMPs for use in CY 2015. Please note that we are including all CY 2015 models with this memorandum, including models that were not updated. Virginia MMPs may only use the CY 2015 models for marketing of CY 2015 benefits. These models were jointly updated by CMS and Virginia and reflect policy and other significant changes to Part D and Medicare Advantage models for CY 2015.

- **Annual Notice of Change (ANOC):** As provided in the MMG and Virginia' MMP marketing guidance document, the CY 2015 ANOC must be received by current enrollees no later than September 30, 2014.
- **Summary of Benefits (SB):** As provided in the MMG and Virginia MMP marketing guidance document, the CY 2015 SB must be received by current enrollees no later than September 30, 2014 when the plan chooses to send an ANOC without the Member Handbook/Evidence of Coverage (EOC).
- **List of Covered Drugs (Formulary):** As provided in the MMG and Virginia MMP marketing guidance document, the CY 2015 formulary must be received by current enrollees no later than September 30, 2014.
- **Member Handbook/Evidence of Coverage (EOC) - Chapters 1-12:** As provided in the MMG and Virginia MMP marketing guidance document, the Member Handbook must be approved and on the plan's website, and ready to be mailed upon request to current or prospective members by October 1, 2014 (if it is not sent with the ANOC to current members by September 30, 2014). If the plan elects not to send the Member Handbook with the ANOC for current member receipt by September 30, 2014, it must be mailed and received no later than December 31, 2014.
- **Provider and Pharmacy Directory:** As provided in the MMG and Virginia MMP marketing guidance document, the directory must be approved and on the plan's website,

and ready to be mailed upon request to current or prospective members by October 1, 2014.

- **ID Card**
- **Notice of Denial of Medical Coverage**

We will send all required CY 2015 enrollment notices to Virginia MMPs via HPMS in the near future. We also expect to finalize and release the final Contract Year (CY) 2015 marketing guidance for Virginia MMPs shortly.

The attached guidance and models 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>.

We remind MMPs that all required marketing materials must be available to current and prospective enrollees and posted on plan websites when marketing for CY 2015 begins on October 1, 2014. Please work closely with your marketing reviewers and Contract Management Team to ensure timely submission and approval of all required CY 2015 marketing materials.

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