



MEDICARE DRUG & HEALTH PLAN CONTRACT ADMINISTRATION GROUP

DATE: August 1, 2014

TO: Medicare-Medicaid Plans in California

FROM: Kathryn A. Coleman
Acting Director

SUBJECT: Release of Final Contract Year 2015 Model Materials for Medicare-Medicaid Plans in California

Attached to this memorandum are the final model marketing materials for Contract Year (CY) 2015 for Medicare-Medicaid Plans (MMPs) operating in the California Capitated Financial Alignment Demonstration. We have slightly updated some of the model materials previously released to California MMPs. Please note that we are including all CY 2015 models with this memorandum, including models that were not updated relative to CY 2014. California MMPs may only use the CY 2015 models for marketing of CY 2015 benefits. These models were jointly updated by CMS and California and reflect policy and other significant changes to Part D and Medicare Advantage models for CY 2015.

- **Summary of Benefits (SB):** As provided in the MMG and California 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 California 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 California 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 California 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**
- **Welcome Letter for Passively Enrolled Individuals (Exhibit 5a):** Separate versions are provided for COHS, non-COHS plans, and plans operating in Los Angeles County.

Also attached are the following new model materials for CY 2015:

- **Annual Notice of Change (ANOC):** As provided in the MMG and California's MMP marketing guidance document, the CY 2015 ANOC must be received by current enrollees no later than September 30, 2014. Separate versions are provided for COHS, non-COHS plans, and plans operating in Los Angeles County.
- **Exhibit 5b:** When finalized, the CY 2015 California MMP marketing guidance will also include a new requirement for a Welcome Letter for Individuals Who Voluntarily Enrolled (Exhibit 5b). Separate versions are provided for COHS, non-COHS plans, and plans operating in Los Angeles County.

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 all MMPs with contracts currently in effect 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. Further direction on timing will be provided to MMPs that begin enrollment in 2015.

We also expect to finalize and release the final Contract Year (CY) 2015 marketing guidance for California MMPs shortly.

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