



MEDICARE DRUG & HEALTH PLAN CONTRACT ADMINISTRATION GROUP

DATE: September 30, 2014

TO: Medicare-Medicaid Plans

FROM: Kathryn A. Coleman
Acting Director

SUBJECT: Release of Final Contract Year 2015 Marketing Guidance and Marketing Material Codes for Medicare-Medicaid Plans in South Carolina

The purpose of this memorandum is to announce the release of: (1) the final Contract Year (CY) 2015 marketing guidance; and (2) marketing material codes in the Health Plan Management Systems (HPMS) specifically for Medicare-Medicaid Plans (MMPs) participating in South Carolina's Capitated Financial Alignment Demonstration.

Final CY 2015 Marketing Guidance

We thank the health plans, advocacy organizations, and other external entities that submitted comments on the draft CY 2014 marketing guidance document we distributed for public comment on January 28, 2014. The final CY 2015 guidance attached to this memorandum was jointly developed by CMS and South Carolina and reflects the feedback we received through that public comment process, as well as changes to align with the recently released CY 2015 Medicare Marketing Guidelines (MMG). We will also post the final CY 2015 guidance to: <http://cms.gov/Medicare-Medicaid-Coordination/Medicare-and-Medicaid-Coordination/Medicare-Medicaid-Coordination-Office/FinancialAlignmentInitiative/InformationandGuidanceforPlans.html>.

New Marketing Codes

CMS and the state have worked jointly on developing MMP-specific marketing codes for South Carolina MMPs. All the new codes are currently available in HPMS (Monitoring / Marketing Review / Marketing Code Lookup) under category 16,000. South Carolina MMPs must use these codes and will not be able to use the existing Medicare Advantage and Part D codes in the Marketing Module. Please note that the Marketing Code Lookup functionality provides information about how each material code will be reviewed (including file and use eligibility). South Carolina MMPs may not use MMP marketing codes created for other states. Please note that the code descriptions for each code are preceded with a "(SC)" designation to ensure MMPs can distinguish between MMP codes for different states. The chart below summarizes the

current codes for South Carolina MMPs; we will add new codes to reflect new materials categories as needed.

Category	Code Title
16000-Medicare-Medicaid Plans (MMP)	16900-(SC) Summary of Benefits
16000-Medicare-Medicaid Plans (MMP)	16901-(SC) MMP Welcome Letter
16000-Medicare-Medicaid Plans (MMP)	16902-(SC) Formulary
16000-Medicare-Medicaid Plans (MMP)	16903-(SC) Provider/Pharmacy Directory
16000-Medicare-Medicaid Plans (MMP)	16904-(SC) Other pre-enrollment documents
16000-Medicare-Medicaid Plans (MMP)	16905-(SC) Errata Notice
16000-Medicare-Medicaid Plans (MMP)	16906-(SC) Combined ANOC/EOC (Member Handbook)
16000-Medicare-Medicaid Plans (MMP)	16907-(SC) Standalone EOC (Member Handbook)
16000-Medicare-Medicaid Plans (MMP)	16908-(SC) Standalone ANOC
16000-Medicare-Medicaid Plans (MMP)	16909-(SC) EOB for non-Part D services
16000-Medicare-Medicaid Plans (MMP)	16910-(SC) Member Identification Card
16000-Medicare-Medicaid Plans (MMP)	16911-(SC) Non-Renewal Notice
16000-Medicare-Medicaid Plans (MMP)	16912-(SC) Part D Offer Beneficiary Services
16000-Medicare-Medicaid Plans (MMP)	16913-(SC) Part D Non-Coverage Notices
16000-Medicare-Medicaid Plans (MMP)	16914-(SC) Part D Status Notices
16000-Medicare-Medicaid Plans (MMP)	16915-(SC) Part D Rights Notices
16000-Medicare-Medicaid Plans (MMP)	16916-(SC) Part D Notice of plan decisions
16000-Medicare-Medicaid Plans (MMP)	16917-(SC) Part D Appeals and Grievance Forms/Letters
16000-Medicare-Medicaid Plans (MMP)	16918-(SC) Part D Appeals/Griev. Notices - Other
16000-Medicare-Medicaid Plans (MMP)	16919-(SC) Integrated Denial Notices

Category	Code Title
16000-Medicare-Medicaid Plans (MMP)	16920-(SC) Non-Part D Appeals/Griev. Notices - Other
16000-Medicare-Medicaid Plans (MMP)	16921-(SC) General Advertising - Presales Material
16000-Medicare-Medicaid Plans (MMP)	16922-(SC) Direct Mail Pieces
16000-Medicare-Medicaid Plans (MMP)	16923-(SC) Newspaper
16000-Medicare-Medicaid Plans (MMP)	16924-(SC) Radio
16000-Medicare-Medicaid Plans (MMP)	16926-(SC) Billboard/Banner
16000-Medicare-Medicaid Plans (MMP)	16927-(SC) Internet Web Pages
16000-Medicare-Medicaid Plans (MMP)	16928-(SC) Marketing Posters
16000-Medicare-Medicaid Plans (MMP)	16929-(SC) Newsletters
16000-Medicare-Medicaid Plans (MMP)	16930-(SC) Fliers
16000-Medicare-Medicaid Plans (MMP)	16931-(SC) Envelopes
16000-Medicare-Medicaid Plans (MMP)	16932-(SC) Physician Advertising Materials
16000-Medicare-Medicaid Plans (MMP)	16933-(SC) Multi-Language Insert
16000-Medicare-Medicaid Plans (MMP)	16934-(SC) Part D Explanation of Benefits
16000-Medicare-Medicaid Plans (MMP)	16935-(SC) Excluded Provider Letter
16000-Medicare-Medicaid Plans (MMP)	16936-(SC) Prescription Transfer Letter
16000-Medicare-Medicaid Plans (MMP)	16937-(SC) Utilization Management Notifications
16000-Medicare-Medicaid Plans (MMP)	16938-(SC) Formulary Transition Notice
16000-Medicare-Medicaid Plans (MMP)	16939-(SC) Formulary Change Notices
16000-Medicare-Medicaid Plans (MMP)	16940-(SC) Formulary/Drug - Other Documents
16000-Medicare-Medicaid Plans (MMP)	16941-(SC) Non-Renewal Script
16000-Medicare-Medicaid Plans (MMP)	16942-(SC) Sales Presentations

Category	Code Title
16000-Medicare-Medicaid Plans (MMP)	16943-(SC) Sales Scripts
16000-Medicare-Medicaid Plans (MMP)	16944-(SC) Surveys/Assessments
16000-Medicare-Medicaid Plans (MMP)	16945-(SC) Post Enrollment Member Outreach Scripts
16000-Medicare-Medicaid Plans (MMP)	16946-(SC) Scope of Appointment Confirmation Form
16000-Medicare-Medicaid Plans (MMP)	16947-(SC) Scope of Appointment Confirmation Script
16000-Medicare-Medicaid Plans (MMP)	16948-(SC) Social Media
16000-Medicare-Medicaid Plans (MMP)	16949-(SC) Other Post-Enrollment Materials
16000-Medicare-Medicaid Plans (MMP)	16950-Final Exp Rev - Provider/Pharmacy Directory (SC)
16000-Medicare-Medicaid Plans (MMP)	16951-Final Exp Rev - Formulary (SC)

We expect to release marketing material models for South Carolina MMPs on a flow basis as they are finalized.

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