



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

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DATE: October 31, 2014

TO: Medicare-Medicaid Plans

FROM: Kathryn A. Coleman  
Acting Director

SUBJECT: Release of Final Marketing Material Codes for Medicare-Medicaid Plans in Michigan

The purpose of this memorandum is to announce the release of marketing material codes in the Health Plan Management Systems (HPMS) specifically for Medicare-Medicaid Plans (MMPs) participating in Michigan’s Capitated Financial Alignment Demonstration. CMS and the state have worked jointly on developing MMP-specific marketing codes for Michigan MMPs.

All the new codes are currently available in HPMS (Monitoring / Marketing Review / Marketing Code Lookup) under category 17,000. Michigan 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). Michigan MMPs may not use MMP marketing codes created for other states. Please note that the code descriptions for each code are preceded with a “(MI)” designation to ensure MMPs can distinguish between MMP codes for different states. The chart below summarizes the current codes for Michigan MMPs; we will add new codes to reflect new materials categories as needed.

Marketing Category	Marketing Code
17000-Medicare-Medicaid Plans (MMP)	17001-(MI) Summary of Benefits
17000-Medicare-Medicaid Plans (MMP)	17002-(MI) Welcome Letter
17000-Medicare-Medicaid Plans (MMP)	17003-(MI) Formulary
17000-Medicare-Medicaid Plans (MMP)	17004-(MI) Provider/Pharmacy Directory
17000-Medicare-Medicaid Plans (MMP)	17005-(MI) Other pre-enrollment documents
17000-Medicare-Medicaid Plans (MMP)	17006-(MI) Errata
17000-Medicare-Medicaid Plans (MMP)	17007-(MI) Combined ANOC/EOC (Member Handbook)
17000-Medicare-Medicaid Plans (MMP)	17008-(MI) Standalone EOC/Member Handbook
17000-Medicare-Medicaid Plans (MMP)	17009-(MI) Standalone ANOC

17000-Medicare-Medicaid Plans (MMP)	17010-(MI) Explan. of Benefits for non-Part D Services
17000-Medicare-Medicaid Plans (MMP)	17011-(MI) Member Identification Card
17000-Medicare-Medicaid Plans (MMP)	17012-(MI) Non-Renewal Notice
17000-Medicare-Medicaid Plans (MMP)	17013-(MI) Part D Offer Beneficiary Services
17000-Medicare-Medicaid Plans (MMP)	17014-(MI) Part D Denial Notices
17000-Medicare-Medicaid Plans (MMP)	17015-(MI) Part D Non-Coverage Notices
17000-Medicare-Medicaid Plans (MMP)	17016-(MI) Part D Status Notices
17000-Medicare-Medicaid Plans (MMP)	17017-(MI) Part D Status Notices
17000-Medicare-Medicaid Plans (MMP)	17018-(MI) Part D Notice of plan decisions
17000-Medicare-Medicaid Plans (MMP)	17019-(MI) Part D Appeals and Grievance Forms/Letters
17000-Medicare-Medicaid Plans (MMP)	17020-(MI) Part D Claims/Org. Dets./Appeals/Griev.
17000-Medicare-Medicaid Plans (MMP)	17021-(MI) Integrated Denial Notice
17000-Medicare-Medicaid Plans (MMP)	17022-(MI) Non-Part D Claims/Org. Dets./Appeals/Griev.
17000-Medicare-Medicaid Plans (MMP)	17023-(MI) General Advertising
17000-Medicare-Medicaid Plans (MMP)	17024-(MI) Direct Mail Pieces
17000-Medicare-Medicaid Plans (MMP)	17025-(MI) Newspaper
17000-Medicare-Medicaid Plans (MMP)	17026-(MI) Radio
17000-Medicare-Medicaid Plans (MMP)	17027-(MI) TV
17000-Medicare-Medicaid Plans (MMP)	17028-(MI) Billboard/Banner
17000-Medicare-Medicaid Plans (MMP)	17029-(MI) Internet Web Pages
17000-Medicare-Medicaid Plans (MMP)	17030-(MI) Marketing Posters
17000-Medicare-Medicaid Plans (MMP)	17031-(MI) Newsletters
17000-Medicare-Medicaid Plans (MMP)	17032-(MI) Fliers
17000-Medicare-Medicaid Plans (MMP)	17033-(MI) Envelopes
17000-Medicare-Medicaid Plans (MMP)	17034-(MI) Health Care Setting Materials
17000-Medicare-Medicaid Plans (MMP)	17035-(MI) Multi-Language Insert
17000-Medicare-Medicaid Plans (MMP)	17036-(MI) Part D Explanation of Benefits (EOB)
17000-Medicare-Medicaid Plans (MMP)	17037-(MI) Excluded Provider Model Letter
17000-Medicare-Medicaid Plans (MMP)	17038-(MI) Prescription Transfer Letter
17000-Medicare-Medicaid Plans (MMP)	17039-(MI) Utilization Management Notifications
17000-Medicare-Medicaid Plans (MMP)	17040-(MI) Transition Notice
17000-Medicare-Medicaid Plans (MMP)	17041-(MI) Formulary Change Notices
17000-Medicare-Medicaid Plans (MMP)	17042-(MI) Formulary/Drug - CMS specified documents
17000-Medicare-Medicaid Plans (MMP)	17043-(MI) Non-Renewal Script
17000-Medicare-Medicaid Plans (MMP)	17044-(MI) Marketing Event Presentations

17000-Medicare-Medicaid Plans (MMP)	17045-(MI) Surveys/Assessments
17000-Medicare-Medicaid Plans (MMP)	17046-(MI) Post Enrollment Member Outreach Scripts
17000-Medicare-Medicaid Plans (MMP)	17047-(MI) Other post-enrollment documents
17000-Medicare-Medicaid Plans (MMP)	17049-Final Exp Rev - Formulary (MI)
17000-Medicare-Medicaid Plans (MMP)	17050-(MI) Enrollment/Disenrollment Notices
17000-Medicare-Medicaid Plans (MMP)	17051-Final Exp Rev - Provider/Pharmacy Directory (MI)

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).