



MEDICARE DRUG & HEALTH PLAN CONTRACT ADMINISTRATION GROUP

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TO: Medicare-Medicaid Plans

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

SUBJECT: New Marketing Codes for Medicare-Medicaid Plans (MMPs) in New York

CMS and New York have worked jointly on developing MMP-specific marketing codes for New York Medicare-Medicaid Plans (MMPs). All the new codes are currently available in HPMS (Monitoring / Marketing Review / Marketing Code Lookup) under category 16,000. MMPs must use these codes to submit marketing materials 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). MMPs in New York may not use MMP marketing codes created for other states. Please note that the code descriptions for each code are appended with a “(NY)” designation to ensure MMPs can distinguish between MMP codes for different states. The chart below summarizes the current codes for New York MMPs; we will add new codes to reflect new materials categories as needed.

Category 16,000 – New York Medicare-Medicaid Plans (MMPs)

New Code	Description
16700	Summary of Benefits (NY)
16701	MMP Welcome Letter for Passively Enrolled Individuals (NY)
16702	Formulary (NY)
16703	Provider/Pharmacy Directory (NY)
16704	Other pre-enrollment documents (NY)
16705	Errata Model - Annual Notice of Change (ANOC) / Evidence of Coverage (EOC) (NY)
16706	Combined Annual Notice of Change (ANOC) / Evidence of Coverage (EOC)/ Participant Handbook (NY)
16707	Standalone Evidence of Coverage (EOC) / Participant Handbook (NY)
16708	Standalone Annual Notice of Change (ANOC) (NY)
16709	Explanation of Benefits (EOB) for non-Part D services (NY)
16710	Member Identification Card (NY)

16711	Non-Renewal Notice (NY)
16712	Part D Offer Beneficiary Services (NY)
16713	Part D Non-Coverage Notices (NY)
16714	Part D Status Notices (NY)
16715	Part D Rights Notices (NY)
16716	Part D Notice of plan decisions (NY)
16717	Part D Appeals and Grievance Forms/Letters (NY)
16718	Part D Claims/Org. Determinations/Appeals/Grievances - CMS specified documents (NY)
16719	Integrated Denial Notice (NY)
16720	Non-Part D Claims/Org Determinations/Appeals/Grievances - CMS specified documents (NY)
16721	General Advertising - Presales Material (NY)
16722	Direct Mail Pieces (NY)
16723	Newspaper (NY)
16724	Radio (NY)
16725	TV (NY)
16726	Billboard/Banner (NY)
16727	Internet Web Pages (NY)
16728	Marketing Posters (NY)
16729	Newsletters (NY)
16730	Fliers (NY)
16731	Envelopes (NY)
16732	Physician Advertising Materials / Additional Promotions (NY)
16733	Multi-Language Insert (NY)
16734	Part D Explanation of Benefits (EOB) (NY)
16735	Excluded Provider Model Letter (NY)
16736	Prescription Transfer Letter (NY)
16737	Utilization Management Notifications (NY)
16738	Transition Notices (NY)
16739	Formulary Change Notices (NY)
16740	Formulary/Drug - CMS specified documents
16741	Non-Renewal Script (NY)
16742	Sales Presentations (NY)
16743	Sales Scripts (NY)
16744	Surveys/Assessments (NY)
16745	Post Enrollment Member Outreach Scripts (NY)
16746	Other Post-Enrollment Materials (NY)

Final Contract Year 2014 marketing policy guidance and some model materials for New York MMPs were issued on May 2, 2014 and are posted at <http://cms.gov/Medicare-Medicaid-Coordination/Medicare-and-Medicaid-Coordination/Medicare-Medicaid-Coordination-Office/FinancialAlignmentInitiative/InformationandGuidanceforPlans.html>. Additional model materials will be issued via HPMS and posted to the same web page 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.