



MEDICARE DRUG & HEALTH PLAN CONTRACT ADMINISTRATION GROUP

DATE: December 5, 2011

TO: Medicare Advantage Organizations
Cost-Based Contractors
Prescription Drug Plan Sponsors

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

SUBJECT: Revision-Consolidation of HPMS Marketing Codes

The Centers for Medicare & Medicaid Services (CMS) has consolidated and reorganized the Marketing Codes in the Health Plan Management System (HPMS) to make it easier for plans to file marketing materials with CMS. Plans must begin using these new codes on January 1, 2012.

The new Marketing Codes are outlined in the attached chart, which is arrayed by category and includes the new, consolidated codes along with the old codes and a brief description.

The following categories and all associated codes have been retired:

- 1001-Summary of Benefits
- 1002-Evidence of Coverage
- 1003-Member Handbook
- 1004-Provider Directory
- 1005-ANOC
- 1007-Surveys/Assessments
- 1008-MYB
- 1009-Other Benefit Materials
- 7000-Special Materials
- 9000-All Others

This memo supersedes any previous guidance issued regarding the consolidation of HPMS marketing codes. If you have questions, please send them to MarketingPolicy@cms.hhs.gov.

Attachment – New HPMS Marketing Codes by Category

Category 1000 – Enrollment Kit

New Code	Old Codes	Description
1061 Summary of Benefits (SB) with Free-form text (section 3)	1001	SB-Standardized, Automated, and Free-form text (section 3)
	1017	Disproportionate Dual SNP SB (LIS) (Free-form text)
1065 SB (no Free-form text)	1011	Summary of Benefits (no Free-form text)
	1013	Disproportionate Dual SNP SB (LIS) (No Free-form text)
1068 Final Exp Rev SB (all versions)	1010	Final Exp Rev SB Free-form text (section 3)
	1012	Final Exp rev SB (no Free-form text)
	1016	Final Exp Rev – Disproportionate Dual SNP SB (LIS) (Free-form text)
	1018	Disproportionate Dual SNP SB (LIS) (no Free-form text)
1070 Enrollment Forms	2001	Individual Enrollment Form (MA, PDP, MSA, PFFS, Employ/group, cost)
	2002	Abbreviated Enrollment Form (MA, PDP)
	2045	Info to include on or with enroll mechanism – attestation of elig for enroll period
1075 Member Handbook	1003	Member Handbook
1078 Final Exp Rev Member Handbook	1031	Final Exp Rev – Member Handbook
1080 Provider/Pharmacy Directories	1004	Provider Directory
	5001	Pharmacy Directory
	1044	Provider/Pharmacy Directory
1083 Final Exp Rev (all Directories)	1014	Final Exp Rev – Provider Directory
	5016	Final Exp Rev – Pharmacy Directory
	1045	Final Exp Rev – Provider/Pharmacy Directory
1085 Formularies	5003	Comprehensive Formulary
	5004	Abridged Formulary
1088 Final Exp Rev (all formularies)	5033	Final Exp Rev – Comprehensive Formulary
	5034	Final Exp Rev – Abridged Formulary
1090 Plan Ratings	9004	Plan Ratings
1095 Cover letter	no code	Pre-enrollment cover letter

New Code	Old Codes	Description
1096 Final Exp Rev cover letter	9001	Final Exp Rev – Pre-enrollment cover letter

Category 1100 – ANOC/EOC/LIS Rider

New Code	Old Codes	Description
1101 FIDE SNP ANOC	no code	FIDE SNP ANOC
1105 Non-Renewal ANOC	1055	Non-renewal ANOC
1110 EOC (New PBPs only)	1002	Evidence of Coverage – New PBPs only
1115 FIDE SNP EOC	no code	FIDE SNP Evidence of Coverage
1127 Combined ANOC/EOC	1027	Combined ANOC/EOC
1125 Errata ANOC/EOC	1030	ANOC/EOC Errata
1130 LIS Rider	1022	LIS Rider
1135 Final Exp Rev LIS Rider	1024	Final Exp Rev – LIS Rider

Category 2000 – Enrollment/Disenrollment/Payment Notices

New Code	Old Codes	Description
2070 Disenrollment Forms	2010	Disenrollment form (MA, PDP, cost)
2071 Enrollment Notices	2005	Confirmation of enrollment (MA, PDP, PFFS, cost, MA-only)
	2006	Denial of enrollment (MA, PDP, cost, Part D op supps)
	2007	Rejection of enrollment (MA, PDP)
	2021	Passive Enrollment
	2022	Confirm enrollment
	2034	Inform member of facilitated enrollment in MA-PD or

New Code	Old Codes	Description
		PDP
	2035	Closing enrollment (including capacity limits; MA)
	2037	Inform full benefit dual eligible member of auto-enrollment in MA-PD or PDP
	2038	Selection form for MA-PD switch from plan to plan within MA org (MA)
	2042	Enrollment status update
	2046	Employer/union group enrollment notice
	2047	Auto-enrollment/Facilitated enrollment who reside in another region with available PDP below benchmark
	2048	Auto-enrollment/Facilitated enrollment who reside in another region and PDP below benchmark not available
	2049	Reassignment confirmation
	2057	Enrollment verification
	2066	Opt out of auto-facilitated enrollment
2072 Disenrollment Notices	2011	Sending out disenrollment form (MA, PDP, MA-only, cost)
	2013	Confirmation of voluntary disenrollment identified through TRR
	2014	Disenrollment due to death
	2015	Disenrollment due to loss of part A/B coverage
	2025	Denial of disenrollment
	2026	CMS rejection of disenrollment
	2041	Confirm disenrollment due to reassignment to different PDP contract
	2043	Loss of special needs status
	2044	Loss of SNP status-involuntary disenrollment
	2050	Losing LIS reassignment to another PDP
	2059	Disenrollment due to out of area status (no response to request for address verification; MA)
	2060	Disenrollment due to confirmation of out of area status (MA)
	2062	Disenrollment due to out of area status (no response to request for address verification; PDP)
	2063	Disenrollment due to out of area status (upon new address verification from member; PDP)
	2065	Reassignment-disenrollment confirmation (MA)
	2067	Confirm disenrollment due to non-renewal (non-LIS eligible; MA)
	2068	Confirmation notice: Non-LIS individuals

New Code	Old Codes	Description
2073 Reinstatement Notices	2008	Offer Reinstate bene serv pend cor disenr- enro other MCO
	No code	Reinstatement after cancelling a request to enroll in another plan (MA, PDP)
	2009	Closing out request for reinstatement (MA, PDP)
	2033	Closing out request for reinstatement
2074 Acknowledgement Notices	2003	Receipt of completed enrollment request (MA, PDP, PFFS, cost), completed enrollment and confirm enrollment
	2012	Receipt of voluntary disenrollment request received from member (MA, PDP, cost)
	2023	Receipt of completed enrollment in another plan within the same org (Pt D or MA)
	2027	Request to cancel enrollment
	2028	Request to cancel disenrollment
	2029	Request to decline Part D (PDP), opt out of auto/facilitated enrollment (MA)
2075 Cost Sharing Notices	7002	Part B Premium Reduction Notice
2076 Failure To Pay Premium Notices	2016	Advanced notice of disenrollment/reduction of coverage
	2017	Involuntary disenrollment
	2018	Confirmation of involuntary disenrollment
	2019	Reduction of coverage
2077 Non-renewal Notices	2052	Interim letter non-renewal
	1053	Non-renewal
2078 Research and Information Requests	2004	Enrollment information (MA, PDP, cost)
		Disenrollment information
	2058	Research potential out of area status
	2061	Research potential our of area status
2079 Member ID Card	2020	MA ID card
	2040	PDP ID card
2080 Employer/Union Plan Notices	2024	Individuals ID'd on CMS records as members of empl/union receiving employer subsidy
	2055	Creditable coverage information received after deadline
2081 Special Enrollment/ Disenrollment Notices	2039	SSA plan premium payment
	2053	Public Notice
	2056	Beneficiary late enrollment penalty adjustment reported
2082 Other Special Notices	5010	Enrollment Notifications (e.g., SPAP, SNP, etc.)
2083	No code	Part C EOB

New Code	Old Codes	Description
Part C EOB (pilot)		
2084 Special Non-renewal Notice	2051	Special Non-renewal Notice
2085-Model Crosswalk Letter	2054	Model crosswalk letter

Category 3000 - Claims/Org Determinations/Appeals/Grievances

New Code	Old Codes	Description
3025 Appeals and Grievance Forms and Letters	3005	Appointment of Representative
	3018	Waiver of Liability Statement
	5011	Member appeals/grievance form (PDP)
3026 Notice of Plan Decisions	3009	Notice of Plan Decision to Extend Deadline
	3010	Notice of Plan Decision Regarding Grievance
3027 Rights Notices	2036	Notice for Medigap Rights per Special Election Period
	3006	Notice of Right to Expedited Grievance
	3007	Redetermination Notice Denial of Prescription Drug Coverage
	3014	Medicare Prescription Drug Coverage and Your Rights
	3017	Notice of Discharge and Medicare Appeal Rights
3028 Status Notices	3008	Notice of Case Status
	3011	Notice of Effectuation to Part D IRE
	3021	Notice of Appeals Status
3029 Non-Coverage Notices	3019	Notice of Medicare Non-Coverage
	3020	Detailed Explanation of Non-Coverage
3030 Denial Notices	3004	Notice of Denial of Medicare Prescription Drug Coverage
	3015	Notice of Denial of Medical Coverage
	3016	Notice of Denial of Payment
3031 Offer Beneficiary Services	2030	Pending correction of erroneous death
	2031	Pending correction of erroneous Medicare term
	2032	Pending correction of DE status due to enrollment in another organization

Category 4000 – Advertising
(These codes will be added to the existing codes.)

New Code	Old Codes	Description
4032 Physician Advertising Materials / Additional Promotions	5013	Physician advertising materials
	5014	Additional promotions
4033 Final Exp Rev - Physician Advertising Materials / Additional Promotions	5023	Final Exp Rev – Physician Advertising materials
	5024	Final Exp Rev – Additional promotions
4034 Envelopes	9003	Envelopes
4035 Ad-Hoc Enrollee Communications	7013	Ad-Hoc Enrollee Communications

Category 5000 – Formulary/Drug Notices

New Code	Old Codes	Description
5040 Formulary Notices	3012	Notice of Formulary or Cost Sharing Change
	3013	Request for Additional Information
	3022	Transition Notice
	7004	2006 Transition Notice
	7011	LIS Website Premium Summary Table
5035 Formulary Change Notices	5005	Member formulary medications change
	5006	Member formulary medication cost sharing status change
	5007	Pharmacy formulary medication change
	5008	Prescriber formulary medication change

Category 6000 – Presentations/Scripts/Surveys
(These codes will be added to the existing codes in this category.)

New Code	Old Codes	Description
6013 Sales Scripts	6001	Telemarketing Scripts
6014 Sales Presentations	6002	Sales Presentations/Scripts
6008 Post-enrollment Member Outreach Scripts	5012	Post-enrollment member outreach scripts
6009 Enrollment Verification Script	2064	Enrollment verification script
6010 Surveys/ Assessments	1007	Surveys/Assessments

Category 8000 – Creditable Coverage/LEP

(There were no changes to this category.)

Category 10000 – LIS Notices

New Code	Old Codes	Description
10001 LIS Letters	7005	LIS Losing Deeming Status Letter
	7006	For beneficiaries LIS terminating during the year
	7007	Model Notice to Benes on Change in Cost Sharing
	7008	Model Notice if Cost Sharing Level is not Supported
	7012	Model Notice for Removal of LIS Period(s)