



MEDICARE DRUG & HEALTH PLAN CONTRACT ADMINISTRATION GROUP

DATE: May 2, 2013

TO: Medicare-Medicaid Plans

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

SUBJECT: Release of Final Contract Year (CY) 2013 Marketing Guidance for Medicare-Medicaid Plans (MMPs) in Massachusetts

Attached to this memorandum is the final CY 2013 marketing guidance for Medicare-Medicaid Plans (MMPs) that intend to operate in the Massachusetts Capitated Financial Alignment Demonstration. This guidance has been jointly developed by CMS and Massachusetts.

We thank the health plans, advocacy organizations, and other external entities that submitted comments on the draft marketing guidance document we distributed for public comment on March 29, 2013. This final guidance reflects the feedback we received through that public comment process. We will issue updated guidance for CY 2014 to the extent that changes are warranted by the updated CY 2014 Medicare Marketing Guidelines that CMS will release later this spring.

The attached guidance 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/FinancialModelstoSupportStatesEffortsinCareCoordination.html>.

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