



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

---

DATE: October 29, 2013

TO: Medicare-Medicaid Plans

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

SUBJECT: Release of Marketing Model Materials and New Marketing Codes for Medicare-Medicaid Plans (MMPs) in Virginia

The purpose of this memorandum is to announce the release of: (1) several model marketing documents; and (2) marketing codes in the Health Plan Management Systems (HPMS) specifically for Medicare-Medicaid Plans (MMPs) participating in Virginia's Capitated Financial Alignment Demonstration.

**Model Marketing Materials**

As described in our July 27, 2012 HPMS memorandum, "Update on Marketing Timelines and model Materials for Financial Alignment Demonstration Contract Applicants," CMS has developed a number of MMP-specific integrated model beneficiary materials. These have been shared externally and finalized, and then further modified by the state with stakeholder input to customize them based on the requirements of the Capitated Financial Alignment demonstration in Virginia.

Attached to this memo (and soon to be posted on the Financial Alignment Initiative web page at <http://cms.gov/Medicare-Medicaid-Coordination/Medicare-and-Medicaid-Coordination/Medicare-Medicaid-Coordination-Office/FinancialModelstoSupportStatesEffortsInCareCoordination.html>) are the following final Contract Year (CY) 2014 model documents for Virginia MMPs:

- Summary of Benefits (SB)
- Integrated Formulary
- Combined Pharmacy/Provider Directory

We intend to release the following additional model marketing materials in the near future:

- Evidence of Coverage (EOC)/Member Handbook (with chapters to be released on a flow basis as they are finalized)
- ID card
- Welcome Letter for Passively Enrolled Individuals

- Integrated Appeals Notice (for non-Part D services)

Additional models, including the Annual Notice of Change for CY 2015, will be released on a flow basis later this year.

## New Marketing Codes

CMS and the state have worked jointly on developing MMP-specific marketing codes for Virginia MMPs. All the new codes are currently available in HPMS (Monitoring / Marketing Review / Marketing Code Lookup) under category 15,000. 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). MMPs in Virginia may not use MMP marketing codes created for other states. Please note that the code descriptions for each code are appended with a “(VA)” designation to ensure MMPs can distinguish between MMP codes for different states. The chart below summarizes the current codes for Virginia MMPs; we will add new codes to reflect new materials categories as needed.

### Category 15,000 – Virginia Medicare-Medicaid Plans (MMPs)

New Code	Description
15501	Summary of Benefits (VA)
15502	MMP Welcome Letter for Passively Enrolled Individuals (VA)
15503	Formulary (VA)
15504	Provider/Pharmacy Directory (VA)
15505	Other pre-enrollment documents (VA)
15506	Errata Model - Annual Notice of Change (ANOC) / Evidence of Coverage (EOC) (VA)
15507	Combined Annual Notice of Change (ANOC) / Evidence of Coverage (EOC)/Member Handbook (VA)
15508	Standalone Evidence of Coverage (EOC) / Member Handbook (VA)
15509	Standalone Annual Notice of Change (ANOC) (VA)
15510	Explanation of Benefits (EOB) for non-Part D services (VA)
15511	Member Identification Card (VA)
15512	Non-Renewal Notice (VA)
15513	Part D Offer Beneficiary Services (VA)
15514	Part D Denial Notices (VA)
15515	Part D Non-Coverage Notices (VA)
15516	Part D Status Notices (VA)
15517	Part D Rights Notices (VA)
15518	Part D Notice of plan decisions (VA)
15519	Part D Appeals and Grievance Forms/Letters (VA)
15520	Part D Claims/Org. Determinations/Appeals/Grievances - CMS specified documents (VA)
15521	Integrated Denial Notice (VA)
15522	Non-Part D Claims/Org Determinations/Appeals/Grievances - CMS specified

	documents (VA)
15523	General Advertising - Presales Material (VA)
15524	Direct Mail Pieces (VA)
15525	Newspaper (VA)
15526	Radio (VA)
15527	TV (VA)
15528	Billboard/Banner (VA)
15529	Internet Web Pages (VA)
15530	Marketing Posters (VA)
15531	Newsletters (VA)
15532	Fliers (VA)
15533	Envelopes (VA)
15534	Physician Advertising Materials / Additional Promotions (VA)
15535	Multi-Language Insert (VA)
15536	Part D Explanation of Benefits (EOB) (VA)
15537	Excluded Provider Model Letter (VA)
15538	Prescription Transfer Letter (VA)
15539	Utilization Management Notifications (VA)
15540	Formulary Notices (VA)
15541	Formulary Change Notices (VA)
15542	Formulary/Drug - CMS specified documents
15543	Non-Renewal Script (VA)
15544	Sales Presentations (VA)
15545	Sales Scripts (VA)
15546	Surveys/Assessments (VA)
15547	Post Enrollment Member Outreach Scripts (VA)
15548	Scope of Appointment Confirmation Form
15549	Scope of Appointment Confirmation Script
15550	Social Media (VA)

Final marketing policy guidance for Virginia MMPs will be provided in the near future and posted at <http://www.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](mailto:mmcocapsmodel@cms.hhs.gov).