

DEPARTMENT OF HEALTH & HUMAN SERVICES
Centers for Medicare & Medicaid Services
7500 Security Boulevard
Baltimore, Maryland 21244-1850



MEDICARE-MEDICAID COORDINATION OFFICE

DATE: July 11, 2022

TO: Rhode Island Medicare-Medicaid Plan

FROM: Lindsay P. Barnette
Director, Models, Demonstrations, and Analysis Group

SUBJECT: Release of Final Contract Year 2023 Marketing Guidance for the Rhode Island Medicare-Medicaid Plan

Attached to this memorandum is the final Contract Year (CY) 2023 Marketing Guidance for the Rhode Island Medicare-Medicaid Plan (MMP) operating in the Rhode Island capitated financial alignment model demonstration. CMS and Rhode Island jointly updated the Marketing Guidance for the Rhode Island MMP, in accordance with provisions of the Three-Way Contract.

All Medicare Advantage-Prescription Drug (MA-PD) plan sponsor requirements in 42 CFR Parts 422 and 423 as well as all MA-PD plan sponsor requirements in the Medicare Communications and Marketing Guidelines (MCMG), posted at www.cms.gov/Medicare/Health-Plans/ManagedCareMarketing/FinalPartCMarketingGuidelines apply to the MMP participating in the Rhode Island capitated financial alignment model demonstration, except as clarified or modified in this Marketing Guidance. In addition, the Centers for Medicare and Medicaid Services (CMS) recently codified guidance on May 9, 2022,¹ which also applies to the MMP except as clarified in the Marketing Guidance. The Marketing Guidance is applicable to the MMP marketing for CY 2023 benefits.

We will post the attached Marketing Guidance to the Medicare-Medicaid Coordination Office webpage at www.cms.gov/Medicare-Medicaid-Coordination/Medicare-and-Medicaid-Coordination/Medicare-Medicaid-Coordination-Office/FinancialAlignmentInitiative/MMPInformationandGuidance/MMPMarketingInformationandResources, grouped alphabetically by state under the “State-Specific Information” heading.

¹ Refer to Contract Year 2023 Policy and Technical Changes to the Medicare Advantage Program, Medicare Prescription Drug Benefit Programs; Policy and Regulatory Revisions in Response to the COVID-19 Public Health Emergency; Additional Policy and Regulatory Revisions in Response to the COVID-19 Public Health Emergency, which may be found in the Final Rule published on May 9, 2022 (www.federalregister.gov/documents/2022/05/09/2022-09375/medicare-program-contract-year-2023-policy-and-technical-changes-to-the-medicare-advantage-and).

For any questions about the contents of this memorandum, please contact your Contract Management Team or the Medicare-Medicaid Coordination Office at MMCOCapsModel@cms.hhs.gov.