

HPMS E-Mail

Date: August 23, 2021

Subject: Revised Final Contract Year 2022 Marketing Guidance for Texas Medicare-Medicaid Plans

CMS corrected information in the final CY 2022 Marketing Guidance for Texas Medicare-Medicaid Plans (MMPs) that was issued on August 19, 2021. The attached guidance contains the revised information.

The subsection titled “Where marketing is permitted, MA organization/Part D sponsor activities in the healthcare setting” under the “Activities with Healthcare Providers or in the Healthcare Setting” section has been updated as follows: “Where marketing is prohibited, Where marketing is permitted, MA organization/Part D sponsor activities in the healthcare setting.” No other changes were made to the guidance.

The revised guidance will be posted to the "Medicare-Medicaid Plan (MMP) Marketing Information & Resources" webpage (see <https://www.cms.gov/Medicare-Medicaid-Coordination/Medicare-and-Medicaid-Coordination/Medicare-Medicaid-Coordination-Office/FinancialAlignmentInitiative/MMPInformationandGuidance/MMPMarketingInformationandResources.html>) with other Texas MMP marketing issuances.

Please contact the Medicare-Medicaid Coordination Office at MMCOCapsModel@cms.hhs.gov or your Contract Management Team if you have any questions.

