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TO: All Medicare Advantage, Prescription Drug Plan, 1876 Cost, and Demonstration Organizations

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SUBJECT: Implementation of the HPMS Integrated Marketing Module and the New Multi-Contract Entity (MCE) Identifier

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In order to provide a more streamlined functional process for users, CMS will be releasing an integrated HPMS Marketing Module that combines the functionality of both the MA and PDP Marketing Modules into a single module. The integrated Marketing Module is currently scheduled for release on January 29, 2010. CMS will release a separate communication regarding the release of this new module and end user training at a later date.

The existing MA and PDP Marketing Modules allow a user to submit marketing materials that apply to multiple contract numbers using the Multi-Region Team (MRT) and Multi-Contract Group (MCG) identifiers, respectively. With the release of the integrated Marketing Module, CMS will replace the current MRT and MCG identifiers with a new multi-contract identifier.

The new **Multi-Contract Entity (MCE)** identifier will allow both MA and PDP contracts to be included in a single MCE group. The MCE identifier will be designated with a **Y** followed by **four numeric characters** (e.g., Y0001). CMS will enumerate the new MCE identifiers in early January 2010 so that organizations can be prepared to use the new identifier upon release of the integrated Marketing Module at the end of January 2010. CMS will send a separate notification to organizations when the MCE designations are complete.

Please review carefully the following important notes regarding the new MCE designation in HPMS:

- All marketing materials submitted **prior** to the release of the integrated Marketing Module will retain their MRT or MCG designations and will be searchable and viewable by those legacy identifiers.
- All marketing materials in a **“Pending”** status at the time of the transition to the integrated Marketing Module will retain their existing MRT or MCG designations.

- At this time, the existing MRT identifiers used in the HPMS MMC Auditing Module will remain in use and are **NOT** affected by this marketing update.

Please contact Tim Hoogerwerf at either timothy.hoogerwerf@cms.hhs.gov or 410-786-9962 with questions regarding this memo.