

HPMS E-Mail

Date: June 03, 2019

Subject: Updates to the HPMS Marketing Module and Marketing Codes for Medicare-Medicaid Plans and Minnesota Senior Health Options Plans

On May 31, 2019, CMS released an update of the Health Plan Management System (HPMS) Marketing Module. This email summarizes the Medicare-Medicaid Plan (MMP)- and Minnesota Senior Health Options Plan-specific updates, including edits to existing marketing codes.

As you may recall, last year, CMS made a number of policy and operational changes to the marketing review processes, following the publication of the Contract Year 2019 Parts C and D final rule, CMS-4182-F, which changed definitions related to “marketing” and “beneficiary communications materials.” We remain committed to continuing to reduce burden among Medicare-Medicaid Plans (MMPs) and marketing reviewers and to working in partnership with our state colleagues to further streamline our marketing review processes and increase efficiency.

As part of these ongoing burden reduction efforts, we began the CY 2020 marketing cycle by reaching out to all demonstration states to assess whether we could revise the marketing codes for the CY 2020 review cycle to better align marketing review parameters for marketing reviewers of MMP materials with those of CMS reviewers of other Medicare health plan materials. Taking into account the feedback received from each state, we have modified some code submission requirements and timeframes for review – particularly those that are currently dually reviewed or reviewed only by state staff. Because the changes made were tailored to each specific state, we encourage all MMPs and MSHO Plans to closely review the Marketing Material Lookup in the HPMS Marketing Module for more information about these code edits.

If you have any questions about this email, please contact your marketing reviewer or the Medicare-Medicaid Coordination Office at mmcocapsmodel@cms.hhs.gov.

