



MEDICARE-MEDICAID COORDINATION OFFICE

DATE: January 15, 2019

TO: Minnesota Senior Health Options (MSHO) Plans

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

SUBJECT: Minnesota Senior Health Options (MSHO) Plans: Release of Final Contract Year 2019 State-specific Marketing Guidance

On August 3, 2018, and August 20, 2018, CMS issued preliminary marketing and communications guidance to Minnesota Senior Health Options (MSHO) Plans through two HPMS memoranda, "Contract Year 2019 Marketing and Beneficiary Communications Guidance for Minnesota Senior Health Options Plans" and "Revised Contract Year 2019 Marketing and Beneficiary Communications Guidance for Minnesota Senior Health Options Plans." These memoranda addressed the most critical issues related to submission of marketing materials for Contract Year (CY) 2019 and the Annual Election Period (AEP). Attached to this memorandum is the final CY 2019 State-specific Marketing Guidance for MSHO Plans operating in the Minnesota Demonstration to Align Administrative Functions for Improvements in Beneficiary Experience. The State-specific Marketing Guidance has been jointly updated by CMS and Minnesota and is applicable to all marketing for CY 2019 benefits.

The State-specific Marketing Guidance provides information only about those sections of the Medicare Communications and Marketing Guidelines (MCMG) that are not applicable or that are modified for MSHO Plans; therefore, this guidance document should be considered an addendum to the CY 2019 MCMG. MSHO Plans should carefully review the CY 2019 MCMG (see <https://www.cms.gov/Medicare/Health-Plans/ManagedCareMarketing/FinalPartCMarketingGuidelines.html>), in conjunction with the State-specific Marketing Guidance, as the requirements of the MCMG that are not otherwise modified by this document apply to MSHO Plans.

The CY 2018 State-specific Marketing Guidance sections have been updated to align with the new MCMG sections and incorporate guidance previously provided in the August 3, 2018, and August 20, 2018, HPMS memoranda. In addition, the CY 2019 State-specific Marketing Guidance includes requirements that modify certain new sections of the MCMG for MSHO Plans.

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