



MEDICARE DRUG & HEALTH PLAN CONTRACT ADMINISTRATION GROUP

DATE: September 30, 2014

TO: Medicare-Medicaid Plans

FROM: Kathryn A. Coleman
Acting Director

SUBJECT: Release of Final Contract Year 2015 Marketing Guidance and Marketing Material Codes for Medicare-Medicaid Plans in South Carolina

The purpose of this memorandum is to announce the release of: (1) the final Contract Year (CY) 2015 marketing guidance; and (2) marketing material codes in the Health Plan Management Systems (HPMS) specifically for Medicare-Medicaid Plans (MMPs) participating in South Carolina's Capitated Financial Alignment Demonstration.

Final CY 2015 Marketing Guidance

We thank the health plans, advocacy organizations, and other external entities that submitted comments on the draft CY 2014 marketing guidance document we distributed for public comment on January 28, 2014. The final CY 2015 guidance attached to this memorandum was jointly developed by CMS and South Carolina and reflects the feedback we received through that public comment process, as well as changes to align with the recently released CY 2015 Medicare Marketing Guidelines (MMG). We will also post the final CY 2015 guidance to: <http://cms.gov/Medicare-Medicaid-Coordination/Medicare-and-Medicaid-Coordination/Medicare-Medicaid-Coordination-Office/FinancialAlignmentInitiative/InformationandGuidanceforPlans.html>.

New Marketing Codes

CMS and the state have worked jointly on developing MMP-specific marketing codes for South Carolina MMPs. All the new codes are currently available in HPMS (Monitoring / Marketing Review / Marketing Code Lookup) under category 16,000. South Carolina MMPs must use these codes and will not be able to use the existing Medicare Advantage and Part D codes in the Marketing Module. Please note that the Marketing Code Lookup functionality provides information about how each material code will be reviewed (including file and use eligibility). South Carolina MMPs may not use MMP marketing codes created for other states. Please note that the code descriptions for each code are preceded with a "(SC)" designation to ensure MMPs can distinguish between MMP codes for different states. The chart below summarizes the

current codes for South Carolina MMPs; we will add new codes to reflect new materials categories as needed.

| Category | Code Title |
|-------------------------------------|---|
| 16000-Medicare-Medicaid Plans (MMP) | 16900-(SC) Summary of Benefits |
| 16000-Medicare-Medicaid Plans (MMP) | 16901-(SC) MMP Welcome Letter |
| 16000-Medicare-Medicaid Plans (MMP) | 16902-(SC) Formulary |
| 16000-Medicare-Medicaid Plans (MMP) | 16903-(SC) Provider/Pharmacy Directory |
| 16000-Medicare-Medicaid Plans (MMP) | 16904-(SC) Other pre-enrollment documents |
| 16000-Medicare-Medicaid Plans (MMP) | 16905-(SC) Errata Notice |
| 16000-Medicare-Medicaid Plans (MMP) | 16906-(SC) Combined ANOC/EOC (Member Handbook) |
| 16000-Medicare-Medicaid Plans (MMP) | 16907-(SC) Standalone EOC (Member Handbook) |
| 16000-Medicare-Medicaid Plans (MMP) | 16908-(SC) Standalone ANOC |
| 16000-Medicare-Medicaid Plans (MMP) | 16909-(SC) EOB for non-Part D services |
| 16000-Medicare-Medicaid Plans (MMP) | 16910-(SC) Member Identification Card |
| 16000-Medicare-Medicaid Plans (MMP) | 16911-(SC) Non-Renewal Notice |
| 16000-Medicare-Medicaid Plans (MMP) | 16912-(SC) Part D Offer Beneficiary Services |
| 16000-Medicare-Medicaid Plans (MMP) | 16913-(SC) Part D Non-Coverage Notices |
| 16000-Medicare-Medicaid Plans (MMP) | 16914-(SC) Part D Status Notices |
| 16000-Medicare-Medicaid Plans (MMP) | 16915-(SC) Part D Rights Notices |
| 16000-Medicare-Medicaid Plans (MMP) | 16916-(SC) Part D Notice of plan decisions |
| 16000-Medicare-Medicaid Plans (MMP) | 16917-(SC) Part D Appeals and Grievance Forms/Letters |
| 16000-Medicare-Medicaid Plans (MMP) | 16918-(SC) Part D Appeals/Griev. Notices - Other |
| 16000-Medicare-Medicaid Plans (MMP) | 16919-(SC) Integrated Denial Notices |

| Category | Code Title |
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| 16000-Medicare-Medicaid Plans (MMP) | 16920-(SC) Non-Part D Appeals/Griev. Notices - Other |
| 16000-Medicare-Medicaid Plans (MMP) | 16921-(SC) General Advertising - Presales Material |
| 16000-Medicare-Medicaid Plans (MMP) | 16922-(SC) Direct Mail Pieces |
| 16000-Medicare-Medicaid Plans (MMP) | 16923-(SC) Newspaper |
| 16000-Medicare-Medicaid Plans (MMP) | 16924-(SC) Radio |
| 16000-Medicare-Medicaid Plans (MMP) | 16926-(SC) Billboard/Banner |
| 16000-Medicare-Medicaid Plans (MMP) | 16927-(SC) Internet Web Pages |
| 16000-Medicare-Medicaid Plans (MMP) | 16928-(SC) Marketing Posters |
| 16000-Medicare-Medicaid Plans (MMP) | 16929-(SC) Newsletters |
| 16000-Medicare-Medicaid Plans (MMP) | 16930-(SC) Fliers |
| 16000-Medicare-Medicaid Plans (MMP) | 16931-(SC) Envelopes |
| 16000-Medicare-Medicaid Plans (MMP) | 16932-(SC) Physician Advertising Materials |
| 16000-Medicare-Medicaid Plans (MMP) | 16933-(SC) Multi-Language Insert |
| 16000-Medicare-Medicaid Plans (MMP) | 16934-(SC) Part D Explanation of Benefits |
| 16000-Medicare-Medicaid Plans (MMP) | 16935-(SC) Excluded Provider Letter |
| 16000-Medicare-Medicaid Plans (MMP) | 16936-(SC) Prescription Transfer Letter |
| 16000-Medicare-Medicaid Plans (MMP) | 16937-(SC) Utilization Management Notifications |
| 16000-Medicare-Medicaid Plans (MMP) | 16938-(SC) Formulary Transition Notice |
| 16000-Medicare-Medicaid Plans (MMP) | 16939-(SC) Formulary Change Notices |
| 16000-Medicare-Medicaid Plans (MMP) | 16940-(SC) Formulary/Drug - Other Documents |
| 16000-Medicare-Medicaid Plans (MMP) | 16941-(SC) Non-Renewal Script |
| 16000-Medicare-Medicaid Plans (MMP) | 16942-(SC) Sales Presentations |

| Category | Code Title |
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| 16000-Medicare-Medicaid Plans (MMP) | 16943-(SC) Sales Scripts |
| 16000-Medicare-Medicaid Plans (MMP) | 16944-(SC) Surveys/Assessments |
| 16000-Medicare-Medicaid Plans (MMP) | 16945-(SC) Post Enrollment Member Outreach Scripts |
| 16000-Medicare-Medicaid Plans (MMP) | 16946-(SC) Scope of Appointment Confirmation Form |
| 16000-Medicare-Medicaid Plans (MMP) | 16947-(SC) Scope of Appointment Confirmation Script |
| 16000-Medicare-Medicaid Plans (MMP) | 16948-(SC) Social Media |
| 16000-Medicare-Medicaid Plans (MMP) | 16949-(SC) Other Post-Enrollment Materials |
| 16000-Medicare-Medicaid Plans (MMP) | 16950-Final Exp Rev - Provider/Pharmacy Directory (SC) |
| 16000-Medicare-Medicaid Plans (MMP) | 16951-Final Exp Rev - Formulary (SC) |

We expect to release marketing material models for South Carolina MMPs on a flow basis as they are finalized.

If you have any questions about the contents of this memorandum, please contact the Medicare-Medicaid Coordination Office at mmcocapsmodel@cms.hhs.gov.