



MEDICARE DRUG & HEALTH PLAN CONTRACT ADMINISTRATION GROUP

DATE: November 19, 2014

TO: Medicare-Medicaid Plans in Texas

FROM: Kathryn A. Coleman
Acting Director

SUBJECT: Texas MMPs: Release of Final Marketing Material Codes

The purpose of this memorandum is to announce the release of marketing material codes in the Health Plan Management Systems (HPMS) specifically for Medicare-Medicaid Plans (MMPs) participating in Texas' Capitated Financial Alignment Demonstration. CMS and the state have worked jointly on developing MMP-specific marketing codes for Texas MMPs.

All the new codes are currently available in HPMS (Monitoring / Marketing Review / Marketing Code Lookup) under category 17,000. Texas 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). Texas MMPs may not use MMP marketing codes created for other states. Please note that the code descriptions for each code are preceded with a "(TX)" designation to ensure MMPs can distinguish between MMP codes for different states. The chart below summarizes the current codes for Texas MMPs; we will add new codes to reflect new materials categories as needed.

Marketing Category	Marketing Code
17000-Medicare-Medicaid Plans (MMP)	17201-(TX) Summary of Benefits
17000-Medicare-Medicaid Plans (MMP)	17202-(TX) Welcome Letter for Passive Enrollees
17000-Medicare-Medicaid Plans (MMP)	17203-(TX) Formulary
17000-Medicare-Medicaid Plans (MMP)	17204-(TX) Provider/Pharmacy Directory
17000-Medicare-Medicaid Plans (MMP)	17205-(TX) Other pre-enrollment documents
17000-Medicare-Medicaid Plans (MMP)	17206-(TX) Errata
17000-Medicare-Medicaid Plans (MMP)	17207-(TX) Combined ANOC/EOC (Member Handbook)
17000-Medicare-Medicaid Plans (MMP)	17208-(TX) Standalone EOC/Member Handbook
17000-Medicare-Medicaid Plans (MMP)	17209-(TX) Standalone ANOC
17000-Medicare-Medicaid Plans (MMP)	17210-(TX) Explan. of Benefits for non-Part D Services

17000-Medicare-Medicaid Plans (MMP)	17211-(TX) Member Identification Card
17000-Medicare-Medicaid Plans (MMP)	17212-(TX) Non-Renewal Notice
17000-Medicare-Medicaid Plans (MMP)	17213-(TX) Part D Offer Beneficiary Services
17000-Medicare-Medicaid Plans (MMP)	17214-(TX) Part D Denial Notices
17000-Medicare-Medicaid Plans (MMP)	17215-(TX) Part D Non-Coverage Notices
17000-Medicare-Medicaid Plans (MMP)	17216-(TX) Part D Status Notices
17000-Medicare-Medicaid Plans (MMP)	17217-(TX) Part D Rights Notices
17000-Medicare-Medicaid Plans (MMP)	17218-(TX) Part D Notice of plan decisions
17000-Medicare-Medicaid Plans (MMP)	17219-(TX) Part D Appeals and Grievance Forms/Letters
17000-Medicare-Medicaid Plans (MMP)	17220-(TX) Part D Claims/Org. Dets./Appeals/Griev.
17000-Medicare-Medicaid Plans (MMP)	17221-(TX) Integrated Denial Notice
17000-Medicare-Medicaid Plans (MMP)	17222-(TX) Non-Part D Claims/Org. Dets./Appeals/Griev.
17000-Medicare-Medicaid Plans (MMP)	17223-(TX) General Advertising - Presales Material
17000-Medicare-Medicaid Plans (MMP)	17224-(TX) Direct Mail Pieces
17000-Medicare-Medicaid Plans (MMP)	17225-(TX) Newspaper
17000-Medicare-Medicaid Plans (MMP)	17226-(TX) Radio
17000-Medicare-Medicaid Plans (MMP)	17227-(TX) TV
17000-Medicare-Medicaid Plans (MMP)	17228-(TX) Billboard/Banner
17000-Medicare-Medicaid Plans (MMP)	17229-(TX) Internet Web Pages
17000-Medicare-Medicaid Plans (MMP)	17230-(TX) Marketing Posters
17000-Medicare-Medicaid Plans (MMP)	17231-(TX) Newsletters
17000-Medicare-Medicaid Plans (MMP)	17232-(TX) Fliers
17000-Medicare-Medicaid Plans (MMP)	17233-(TX) Envelopes
17000-Medicare-Medicaid Plans (MMP)	17234-(TX) Physician Advertising/Addtl. Promotions
17000-Medicare-Medicaid Plans (MMP)	17235-(TX) Multi-Language Insert
17000-Medicare-Medicaid Plans (MMP)	17236-(TX) Part D Explanation of Benefits (EOB)
17000-Medicare-Medicaid Plans (MMP)	17237-(TX) Excluded Provider Letter
17000-Medicare-Medicaid Plans (MMP)	17238-(TX) Prescription Transfer Letter
17000-Medicare-Medicaid Plans (MMP)	17239-(TX) Utilization Management Notifications
17000-Medicare-Medicaid Plans (MMP)	17240-(TX) Formulary Transition Notices
17000-Medicare-Medicaid Plans (MMP)	17241-(TX) Formulary Change Notices
17000-Medicare-Medicaid Plans (MMP)	17242-(TX) Formulary/Drug - CMS specified documents
17000-Medicare-Medicaid Plans (MMP)	17243-(TX) Non-Renewal Script
17000-Medicare-Medicaid Plans (MMP)	17244-(TX) Marketing Presentations
17000-Medicare-Medicaid Plans (MMP)	17245-(TX) Marketing Scripts
17000-Medicare-Medicaid Plans (MMP)	17246-(TX) Surveys/Assessments
17000-Medicare-Medicaid Plans (MMP)	17247-(TX) Post Enrollment Member Outreach

	Scripts
17000-Medicare-Medicaid Plans (MMP)	17248-(TX) Scope of Marketing Appt. Confirmation Form
17000-Medicare-Medicaid Plans (MMP)	17249-(TX) Scope of Marketing Appt. Confirmation Script
17000-Medicare-Medicaid Plans (MMP)	17250-(TX) Other post-enrollment documents
17000-Medicare-Medicaid Plans (MMP)	17251-Final Exp Rev - Provider/Pharmacy Directory (TX)
17000-Medicare-Medicaid Plans (MMP)	17252-Final Exp Rev - Formulary (TX)

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