



MEDICARE DRUG & HEALTH PLAN CONTRACT ADMINISTRATION GROUP

DATE: December 9, 2014

TO: Medicare-Medicaid Plans in Michigan

FROM: Kathryn A. Coleman
Acting Director

SUBJECT: Michigan MMPs: Updates to State-specific Marketing Guidance

On October 22, 2014, the Centers for Medicare & Medicaid Services (CMS) released final marketing guidance for Medicare-Medicaid Plans (MMPs) in Michigan. This memorandum supplements that guidance in three areas: (1) the use of logos on marketing materials; (2) required language to use to satisfy the requirements of section 100.2; and (3) updates to the Phase I marketing start date and to the list of materials eligible for marketing review in section 10.

The changes in this memorandum are effective immediately, and we expect to revise the Michigan MMP marketing guidance to reflect these changes when we next update the guidance.

Use of Logos

In addition to the current marketing requirements in the October 22, 2014 guidance document, Michigan MMPs will be subject to the following requirements:

1. All materials referred to in section 30.7 must contain the MI Health Link logo. In addition, all marketing, advertising, and member education materials sent by plans must include the MMP's Member Services toll-free number.
2. The MI Health Link logo is not required on educational materials sent by the MMP. However, if the MMP chooses to use the MI Health Link logo on educational materials, those materials must be reviewed by the Michigan Department of Community Health (MDCH), per the updates to section 10 of the Michigan MMP marketing guidance detailed later in this memorandum.
3. MMPs are required to use the logo with the slogan "Linking Medicare and Medicaid for you" on all materials with the exception of the member ID card.
4. The logo used for the member ID card must not include the slogan "Linking Medicare and Medicaid for you." The MI Health Link logo must be displayed in the top right corner of the member ID card.

5. The MI Health Link logo should be used on the first page of any material that includes the plan logo. On subsequent pages, the MI Health Link logo is not required.
6. If the MMP logo appears in color, the MI Health Link logo must also be in color.
7. Logos should retain their natural proportional size and should not appear stretched, distorted or pixelated.

In addition, we clarify the following:

- The MI Health Link logo is optional on envelopes, but is not required. However, plans should note that the plan name or logo is required on envelopes, consistent with section 50.16 of the MMG.
- Logos should appear next to each other wherever possible.

Section 10 (Introduction)

We clarify that given changes in the start dates for opt-in and passive enrollment for Phase I plans in Michigan, marketing for these plans will begin no sooner than: (1) February 1, 2015; or (2) once the MMP has entered into a three-way contract with CMS and the State, has passed the CMS/State readiness review, and is connected to CMS enrollment and payment systems such that the MMP is able to receive payment and enrollments, whichever is later. The Phase II plan marketing start date is unchanged.

We also clarify that, for purposes of the Michigan demonstration, educational materials that include the MI Health Link logo must be prospectively reviewed by the Michigan Department of Community Health (MDCH). Such materials must be submitted for review via the HPMS marketing module using a state-only marketing code.

Section 100.2 (Required Content)

In order to satisfy the requirement in section 100.2 that MMPs include contact information for the State's enrollment broker on their website, MMPs must use the following language:

“If you have questions about enrollment or disenrollment in MI Health Link, please call Michigan ENROLLS toll-free at 1-800-975-7630. Persons with hearing and speech disabilities may call the TTY number at 1-888-263-5897. The office hours are Monday through Friday, 8 a.m. to 7 p.m.”

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