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DATE: April 24, 2014

TO: All Medicare Advantage Organizations, Prescription Drug Plans and Section 1876 Cost Plans

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SUBJECT: Issuance of Contract Year 2015 Model Marketing Materials

The Centers for Medicare & Medicaid Services (CMS) announces the release of Contract Year (CY) 2015 model marketing materials. These materials include the standardized Annual Notice of Change (ANOC) and Evidence of Coverage (EOC) templates, ANOC/EOC Errata Notice, Provider Directory, Part D Explanation of Benefits (EOB), Excluded Provider Model, Formulary (Comprehensive and Abridged), LIS Rider, Pharmacy Directory, LIS Premium Summary Table, Prescription Transfer Letter and Transition Letter.

CMS would like to highlight the following changes made to the ANOC/EOC models:

- For all Medicare Advantage and Cost Plans, in section 2.3 of the ANOC and Chapter 3, Section 2.3 of the EOC, we strengthened our current requirements regarding enrollee notification of network changes, as discussed in the Final Call Letter for contract year 2015, dated April 7, 2014.
- In ANOC, we added description of what constitutes an inpatient hospital stay.
- In EOC, we clarified what constitutes a day in the hospital with regards to copayments.
- In EOC, we added instructions that plans must make it clear to enrollees whether their cost-sharing applies on the date of admission and/or on the date of discharge.
- In EOC, added language describing Part D mail order automatic delivery.

All marketing models, scripts, and standardized documents can be located at <http://www.cms.gov/Medicare/Health-Plans/ManagedCareMarketing/MarketngModelsStandardDocumentsandEducationalMaterial.html> and www.cms.gov/Medicare/Prescription-Drug-Coverage/PrescriptionDrugCovContra/Part-D-Model-Marketing-Materials.html.

Plan/Part D Sponsors are responsible for ensuring that their CY 2015 marketing documents are compliant with CMS requirements prior to submitting in HPMS. Questions should be directed to your CMS Account Manager or Marketing Reviewer.