



MEDICARE-MEDICAID COORDINATION OFFICE

DATE: August 13, 2015

TO: Medicare-Medicaid Plans in California

FROM: Sharon Donovan
Director, Program Alignment Group

SUBJECT: California MMPs: Revision to Final Contract Year 2016 Marketing Guidance for Medicare-Medicaid Plans

On August 13, 2015, CMS released a memorandum titled, “Clarification of CY 2016 Medicare Marketing Guidelines.” In that memorandum, the requirements of section 100.1 (General Website Requirements) were revised to clarify that D-SNPs and MMPs that mail the Annual Notice of Change (ANOC) and Evidence of Coverage (EOC)/Member Handbook separately are required to post the ANOC on their plan website by September 30 and the EOC/Member Handbook by December 31.

This memorandum updates the Final Contract Year 2016 Marketing Guidance for California Medicare-Medicaid Plans (MMPs), originally released via HPMS on July 23, 2015, as a result of this revision to the Medicare Marketing Guidelines (MMG). That guidance incorrectly specifies that the EOC/Member Handbook must be posted by September 30 even when mailed separately from the ANOC.

Specifically, Table 3 in section 30.7 is revised as follows:

Old Language:

Table 3: Required Materials for Renewing Members

Required Materials for Renewing Members	Timing of Beneficiary Receipt
<ul style="list-style-type: none"> • ANOC/EOC (Member Handbook) • Formulary (List of Covered Drugs) <p style="text-align: center;">OR</p> <ul style="list-style-type: none"> • ANOC • SB • Formulary 	<p>September 30</p> <p>The ANOC, EOC (Member Handbook), SB, and List of Covered Drugs (Formulary) must be posted on plan websites on September 30.</p>

<p>If only the ANOC, SB, and formulary are sent for receipt by September 30:</p> <ul style="list-style-type: none"> • EOC (Member Handbook) 	<p>December 31</p> <p>The EOC (Member Handbook) must be posted on plan websites on September 30.</p>
<ul style="list-style-type: none"> • Member ID Card 	<p>As needed</p>
<ul style="list-style-type: none"> • Provider and Pharmacy Directory (or separate notice alerting enrollees how to access or receive the directory) 	<p>September 30.</p> <p>The plan website’s directory must be kept up-to-date consistent with section 100.4.</p> <p>The Provider and Pharmacy Directory must be posted on plan websites on September 30.</p>

New Language:

Table 3: Required Materials for Renewing Members

Required Materials for Renewing Members	Timing of Beneficiary Receipt
<ul style="list-style-type: none"> • ANOC/EOC (Member Handbook) • Formulary (List of Covered Drugs) <p>OR</p> <ul style="list-style-type: none"> • ANOC • SB • Formulary 	<p>September 30</p> <p>The ANOC, SB, and List of Covered Drugs (Formulary) must be posted on plan websites on September 30. The EOC (Member Handbook) must only be posted by September 30 if it is sent with the ANOC.</p>
<p>If only the ANOC, SB, and formulary are sent for receipt by September 30:</p> <ul style="list-style-type: none"> • EOC (Member Handbook) 	<p>December 31</p> <p>The EOC (Member Handbook) must be posted on plan websites by December 31. The ANOC and formulary (List of Covered Drugs) must still be posted by September 30.</p>
<ul style="list-style-type: none"> • Member ID Card 	<p>As needed</p>

<ul style="list-style-type: none"> • Provider and Pharmacy Directory (or separate notice alerting enrollees how to access or receive the directory) 	<p>September 30.</p> <p>The plan website’s directory must be kept up-to-date consistent with section 100.4.</p> <p>The Provider and Pharmacy Directory must be posted on plan websites on September 30.</p>
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The changes in this memorandum are effective immediately, and we expect to revise the California MMP marketing guidance and models to reflect these changes when we next update those documents for CY 2017.

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