



MEDICARE-MEDICAID COORDINATION OFFICE

DATE: November 24, 2015

TO: Medicare-Medicaid Plans

FROM: Sharon Donovan
Director, Program Alignment Group

SUBJECT: New York FIDA-IDD MMP: Final Contract Year 2016 Marketing Guidance,
Marketing Material Codes, and Marketing Models

The purpose of this memorandum is to release: (1) the final Contract Year (CY) 2016 marketing guidance; (2) information about marketing material codes in the Health Plan Management Systems (HPMS); and (3) some of the new model materials for CY 2016 specifically for the Medicare-Medicaid Plan (MMP) participating in New York's Fully Integrated Duals Advantage for individuals with Intellectual and Developmental Disabilities (FIDA-IDD) Demonstration.

Final CY 2016 Marketing Guidance

The final CY 2016 guidance attached to this memorandum was jointly developed by CMS, the New York State Department of Health (Medicaid), and the Office for People With Developmental Disabilities and was shared with the FIDA-IDD MMP for comment. We will also post the final CY 2016 guidance to: <http://cms.gov/Medicare-Medicaid-Coordination/Medicare-and-Medicaid-Coordination/Medicare-Medicaid-Coordination-Office/FinancialAlignmentInitiative/InformationandGuidanceforPlans.html>.

Marketing Codes

CMS and the state have jointly agreed on using the existing MMP-specific marketing codes for New York FIDA MMPs for the FIDA-IDD MMP's marketing material submission in the HPMS Marketing Module. All the codes are currently available in HPMS (Home/Monitoring/Marketing Review/Marketing Code Lookup) under category 16,000. The FIDA-IDD MMP must use these codes and will not be able to use the existing Medicare Advantage and Part D codes in the Marketing Module. The FIDA-IDD MMP may not use MMP marketing codes created for other states. Please note that the code descriptions for each code are preceded by a "(NY)" designation to ensure MMPs can distinguish between MMP codes for different states. Please note that the Marketing Code Lookup functionality provides information about how each material code will be reviewed (including file and use eligibility). The chart below summarizes the current codes for New York MMPs; we will add new codes to reflect new materials categories, as needed.

Category 16,000 – New York Medicare-Medicaid Plans (MMPs)

Code	Description
16700	(NY) Summary of Benefits
16701	(NY) MMP Welcome Letter for Passively Enrolled Individuals
16702	(NY) Formulary
16703	(NY) Provider/Pharmacy Directory
16704	(NY) Other pre-enrollment documents
16705	(NY) Errata Model - Annual Notice of Change (ANOC) / Evidence of Coverage (EOC)
16706	(NY) Combined Annual Notice of Change (ANOC) / Evidence of Coverage (EOC)/ Participant Handbook
16707	(NY) Standalone Evidence of Coverage (EOC) / Participant Handbook
16708	(NY) Standalone Annual Notice of Change (ANOC)
16709	(NY) Explanation of Benefits (EOB) for non-Part D services
16710	(NY) Member Identification Card
16711	(NY) Non-Renewal Notice
16712	(NY) Part D Offer Beneficiary Services
16713	(NY) Part D Non-Coverage Notices
16714	(NY) Part D Status Notices
16715	(NY) Part D Rights Notices
16716	(NY) Part D Notice of plan decisions
16717	(NY) Part D Appeals and Grievance Forms/Letters
16718	(NY) Part D Claims/Org. Determinations/Appeals/Grievances - CMS specified documents
16719	(NY) Integrated Denial Notice
16720	(NY) Non-Part D Claims/Org Determinations/Appeals/Grievances - CMS specified documents
16721	(NY) General Advertising - Presales Material
16722	(NY) Direct Mail Pieces
16723	(NY) Newspaper
16724	(NY) Radio
16725	(NY) TV
16726	(NY) Billboard/Banner
16727	(NY) Internet Web Pages
16728	(NY) Marketing Posters
16729	(NY) Newsletters
16730	(NY) Fliers
16731	(NY) Envelopes
16732	(NY) Physician Advertising Materials / Additional Promotions
16733	(NY) Multi-Language Insert
16734	(NY) Part D Explanation of Benefits (EOB)
16735	(NY) Excluded Provider Model Letter
16736	(NY) Prescription Transfer Letter
16737	(NY) Utilization Management Notifications

16738	(NY) Transition Notices
16739	(NY) Formulary Change Notices
16740	(NY) Formulary/Drug - CMS specified documents
16741	(NY) Non-Renewal Script
16742	(NY) Sales Presentations
16743	(NY) Sales Scripts
16744	(NY) Surveys/Assessments
16745	(NY) Post Enrollment Member Outreach Scripts
16746	(NY) Other Post-Enrollment Materials
16747	(NY) Plan Delegated Enrollment/Disenrollment Notices
16748	(NY) Provider/Pharmacy Directory Notice
16749	(NY) Booklets/Pamphlets
16750	(NY) Social Media Posts

Attached to this memorandum are some of the new model materials for CY 2016 developed jointly by CMS and New York for the MMP participating in the FIDA-IDD Demonstration. These models are based on the FIDA Demonstration models and were updated based on feedback received from plans, states, and other stakeholders, as well as changes to CY 2016 Medicare Advantage and Part D model materials. The New York FIDA-IDD MMP may only use the CY 2016 models for CY 2016.

The following materials are included with this guidance:

- **Summary of Benefits (SB)**
- **Provider and Pharmacy Directory**
- **Prescription Drug Explanation of Benefits (EOB)**
- **Delegated Enrollment Notices:**
 - P1 Notice: Exhibit 5b (Plan Welcome Letter)
 - P2 Notice: Exhibit 30 (Address Verification Form)
 - P3 Notice: Model Advance Notice of Disruptive Behavior
 - P4 Notice: MMP Model Notice of Request for Involuntary Disenrollment Due to Disruptive Behavior
 - P5 Notice: MMP Model Involuntary Disenrollment Denial Notice
- **Part D Notices**
 - Excluded Provider Notice
 - Prescription Transfer Notice
 - Transition Letter

We expect to release the other marketing material models for the FIDA-IDD MMP on a flow basis as they are finalized. Those models include: the Evidence of Coverage (Participant Handbook, Member ID Card, List of Covered Drugs (Formulary), and appeals and grievance notices.

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