



MEDICARE-MEDICAID COORDINATION OFFICE

DATE: May 27, 2015

TO: Minnesota Senior Health Options (MSHO) Dual Eligible Special Needs Plans (D-SNPs)

FROM: Sharon Donovan
Director, Program Alignment Group, Medicare-Medicaid Coordination Office

SUBJECT: Release of Final Marketing Material Codes for Minnesota Senior Health Options (MSHO) Dual Eligible Special Needs Plans (D-SNPs)

The purpose of this memorandum is to announce the release of marketing material codes in the Health Plan Management Systems (HPMS) specifically for Minnesota Senior Health Options (MSHO) Dual-Eligible Special Needs Plans (D-SNPs) participating in the Demonstration to Align Administrative Functions for Improvements in Beneficiary Experience. The Centers for Medicare and Medicaid Services (CMS) and the State have worked jointly on developing marketing codes specific to MSHO D-SNPs.

As stated in the May 19, 2015 HPMS memorandum, "HPMS Marketing Module Updates," updates to the HPMS Marketing Module for CY 2016 marketing will be effective on May 29, 2015. When the updates are released, MSHO D-SNPs will have access to a dual CMS/State material submission and review process based on the same functionality currently available to Medicare-Medicaid Plans (MMPs). An updated Marketing Review User's Guide will be available for plans' reference in HPMS.

All the new codes are currently available in HPMS (Monitoring / Marketing Review / Marketing Code Lookup) under category 17,000. MSHO D-SNPs 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). MSHO D-SNPs may not use MMP marketing codes created for other states participating in Capitated Financial Alignment Demonstrations. Please note that the code descriptions for each code are preceded with a "(MN)" designation to ensure MSHO D-SNPs can distinguish their codes from MMP codes for different states. We will add new codes to reflect new materials categories as needed.

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