



MEDICARE-MEDICAID COORDINATION OFFICE

DATE: September 02, 2022

TO: Michigan Medicare-Medicaid Plans

FROM: Lindsay P. Barnette
Director, Models, Demonstrations & Analysis Group

SUBJECT: Release of Revised Contract Year 2023 Marketing Guidance and Chapter 8 of the Member Handbook

Accompanying this memorandum is an updated version of the Marketing Guidance for Michigan Medicare-Medicaid Plans (MMPs) for Contract Year (CY) 2023 and revised Chapter 8 of the Member Handbook developed jointly by CMS and the state of Michigan for MMPs operating in the Michigan capitated financial alignment model demonstration. This Marketing Guidance and Chapter 8 of the Member Handbook replaces the Marketing Guidance previously issued on July 11, 2022, and the Chapter 8 of the Member Handbook issued on June 7, 2022.

The Marketing Guidance updates include:

- The addition of a “We Treat Hep C” letter to the “CMS required materials and content” section (422.2267(e)).
- The addition of language in the “State-specific MMP Disclaimers” section requiring that, “All disclaimers and taglines that explain the availability of alternate formats using auxiliary aids and services or oral interpretation services and the toll-free telephone number of the entity providing choice counseling services as required by 42 CFR § 438.71(a), must be in conspicuously visible font. For the purposes of this guidance, “conspicuously visible font” means font which is two points larger than the font of the majority of the document, or boldfaced, or both.”
- Updates to the table in the “State-specific MMP Disclaimers” section including an “other formats available” disclaimer.

The Member Handbook Chapter 8 includes additional information regarding member rights. Specifically, these updates include:

- The addition of the following sentence in the first paragraph of section A. “You have the right to have a voice in the governance and operation of the integrated system, provider, and health plan.”
- The addition of the following sentence in the first paragraph of section G1. “You have the right to be free from any form of restraint or seclusion as a means of coercion, discipline, convenience, or

retaliation, as specified in federal regulations on the use of restraints and seclusion.”

- The addition of the following sentence in the first paragraph of section H1. “You have the right to exercise your member rights. Exercising your rights will not adversely affect the way the ICO and the network providers or MDHHS treat you.”

Hard copy Member Handbooks must be updated before they are mailed to enrollees by October 15th whenever possible. If updates to the hard copy Member Handbook are not practicable – for example, if they have already been printed – the model errata may be used to communicate the updated and accurate information until current stock of outdated Member Handbook documents is depleted. Where applicable, errata intended to correct this information must be received by the enrollees by November 15th.

This memorandum and the attached Marketing Guidance and Chapter 8 Member Handbook model will also be posted to the Medicare-Medicaid Coordination Office’s Information and Guidance for Plans webpage at www.cms.gov/Medicare-Medicaid-Coordination/Medicare-and-Medicaid-Coordination/Medicare-Medicaid-Coordination-Office/FinancialAlignmentInitiative/MMPInformationandGuidance/MMPMarketingInformationandResources, grouped alphabetically by state under the “State-Specific Information” heading.

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