



MEDICARE-MEDICAID COORDINATION OFFICE

DATE: August 17, 2021

TO: Minnesota Senior Health Options Dual Eligible Special Needs Plans

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

SUBJECT: Release of Final Contract Year 2022 Marketing Guidance for Minnesota Senior Health Options Dual Eligible Special Needs Plans

Attached to this memorandum is the final Contract Year (CY) 2022 Marketing Guidance for Minnesota Senior Health Options (MSHO) Dual Eligible Special Needs Plans (D-SNPs) operating in the Minnesota Demonstration to Align Administrative Functions for Improvements in Beneficiary Experience. CMS and Minnesota jointly updated the Marketing Guidance for MSHO D-SNPs.

CMS recently codified guidance contained in the Medicare Communications and Marketing Guidelines by integrating it with existing regulations.¹ Although the codified marketing and communications policies are not new policies, we updated the Marketing Guidance for MSHO D-SNPs to accurately reference the applicable regulations, follow the section numbers and headings used in the regulations, and incorporate state-specific modifications.

The Marketing Guidance provides information only about those sections of the regulations that are not applicable to or that are clarified for MSHO D-SNPs in Minnesota. The Marketing Guidance is applicable to all MSHO D-SNPs marketing for CY 2022 benefits.

We will post the attached Marketing Guidance to the Medicare-Medicaid Coordination Office 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.

For any questions about the contents of this memorandum, please contact your Account Manager or the Medicare-Medicaid Coordination Office at MMCOCapsModel@cms.hhs.gov.

¹ Refer to CMS-4190-F2, Contract Year 2022 Policy and Technical Changes to the Medicare Advantage Program, Medicare Prescription Drug Benefit Program, Medicaid Program, Medicare Cost Plan Program, and Programs of All-Inclusive Care for the Elderly, which may be found in the Final Rule published on January 19, 2021 (www.federalregister.gov/documents/2021/01/19/2021-00538/medicare-and-medicicaid-programs-contract-year-2022-policy-and-technical-changes-to-the-medicare).