



MEDICARE-MEDICAID COORDINATION OFFICE

DATE: July 28, 2022

TO: South Carolina Medicare-Medicaid Plans

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

SUBJECT: Release of Final Contract Year 2023 Marketing Guidance for South Carolina Medicare-Medicaid Plans

Attached to this memorandum is the final Contract Year (CY) 2023 Marketing Guidance for Medicare-Medicaid Plans (MMPs) operating in the South Carolina capitated financial alignment model demonstration. CMS and South Carolina jointly updated the Marketing Guidance for South Carolina MMPs, in accordance with provisions of the Three-Way Contract.

All Medicare Advantage-Prescription Drug (MA-PD) plan sponsor requirements in 42 CFR Parts 422 and 423 as well as all MA-PD plan sponsor requirements in the Medicare Communications and Marketing Guidelines (MCMG), posted at www.cms.gov/Medicare/Health-Plans/ManagedCareMarketing/FinalPartCMarketingGuidelines apply to MMPs participating in the South Carolina capitated financial alignment model demonstration, except as clarified or modified in this Marketing Guidance. In addition, the Centers for Medicare and Medicaid Services (CMS) recently codified guidance on May 9, 2022,¹ which also applies to MMPs except as clarified in the Marketing Guidance. The Marketing Guidance is applicable to all South Carolina MMP marketing for CY 2023 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.

¹ Refer to Contract Year 2023 Policy and Technical Changes to the Medicare Advantage Program, Medicare Prescription Drug Benefit Programs; Policy and Regulatory Revisions in Response to the COVID-19 Public Health Emergency; Additional Policy and Regulatory Revisions in Response to the COVID-19 Public Health Emergency, which may be found in the Final Rule published on May 9, 2022 (www.federalregister.gov/documents/2022/05/09/2022-09375/medicare-program-contract-year-2023-policy-and-technical-changes-to-the-medicare-advantage-and).

For 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.