

Health Plan Benefits Group/CBC

DATE: December 9, 2002

TO: Medicare +Choice Organizations
Medicare Cost Plans
Health Care Prepayment Plans
Medicare +Choice Demonstrations

FROM: Director
Health Plan Benefits Group

SUBJECT: Option to Choose Media Type for Select Marketing Materials

I am pleased to provide you with the opportunity to reduce your mailing and printing costs for select marketing materials.

With respect to the Summary of Benefits (SB), the Evidence of Coverage (EOC), and the Provider Directory, managed care organizations (MCOs) have the option of contacting members to determine in what format they would like to receive the materials (e.g., hardcopy, CD ROM, Internet web pages, etc.). MCOs must contact members in writing (e.g., by letter, postcard, newsletter article, etc.) to determine whether they would like to receive the SB, EOC, and/or the Provider Directory in another format. If the organization does not receive a response from the member, then the organization must assume that the member wants to receive the information in hardcopy.

The following would also apply:

- The member must receive the materials in the required time frames, regardless of the format.
- For those members asking to receive materials in other than hardcopy format, the organization must ask the member annually if they still wish to receive the information in the requested format. This may be accomplished using the same written format the MCO used when making its original request to the member. If the member does not reply to the MCO, the MCO may assume that the member wishes to receive the material in the same format that they received it in during the prior year.
- If the MCO will be providing any of these marketing materials via an Internet web page, then it must establish a process for informing members when that web page has been updated. For example, the MCO could notify members by newsletter article, by E-mail, by postcard, etc.

- If one household with multiple members currently receives one provider directory (refer to my October 8 memorandum, “Mailing of the Provider Directory”), then the MCO may send its written contact to the household (if it is notifying members by letter), rather than to each individual member of the household. A reply from one member of the household constitutes a reply for the entire household.
- The non-hardcopy format should match the approved hardcopy format, and if it does, it will not need additional CMS approval. If anything is added or deleted, the non-hardcopy format must receive separate CMS approval.

We will update Chapter 3 of the Medicare Managed Care Manual to include this new policy.

Questions about this memorandum may be directed to your Regional Office Contact or Marketing Review Specialist. Thank you.