

DEPARTMENT OF HEALTH & HUMAN SERVICES  
Centers for Medicare & Medicaid Services  
Center for Medicare  
7500 Security Boulevard  
Baltimore, Maryland 21244-1850



**MEDICARE DRUG & HEALTH PLAN CONTRACT ADMINISTRATION GROUP**

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DATE: July 10, 2013

TO: Medicare-Medicaid Plans

FROM: Danielle R. Moon, J.D., M.P.A.  
Director

SUBJECT: Release of Final Contract Year (CY) 2014 Marketing Guidance for Medicare-Medicaid Plans (MMPs) in California

Attached to this memorandum is the final CY 2014 marketing guidance for Medicare-Medicaid Plans (MMPs) that intend to operate in the California Capitated Financial Alignment Demonstration. This guidance has been jointly developed by CMS and California.

We thank the health plans, advocacy organizations, and other external entities that submitted comments on the draft marketing guidance document we distributed for public comment on May 21, 2013. This final guidance reflects the feedback we received through that public comment process.

The attached guidance will also be posted to the Financial Alignment Initiative website at <http://cms.gov/Medicare-Medicaid-Coordination/Medicare-and-Medicaid-Coordination/Medicare-Medicaid-Coordination-Office/FinancialModelstoSupportStatesEffortsinCareCoordination.html>.

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