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Centers for Medicare & Medicaid Services
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MEDICARE-MEDICAID COORDINATION OFFICE

DATE: December 12, 2024

TO: Michigan Medicare-Medicaid Plans

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

SUBJECT: Release of Revised Contract Year 2025 Marketing Model

Accompanying this memorandum is an updated version of Chapter 4 of the Member Handbook for Medicare-Medicaid Plans (MMPs) for Contract Year (CY) 2025 developed jointly by CMS and the state of Michigan for MMPs operating in the Michigan capitated financial alignment model demonstration. This model replaces the model previously issued for CY 2025.

The marketing model updates include:

Member Handbook (Evidence of Coverage): Chapter 4, Page 20 – updated the number of doula visits from 9 to 12.

Michigan MMPs must communicate these revisions to enrollees in accordance with the "Mid-Year Change Notification to Enrollees" instructions in the "CMS required materials and content (422.2267(e))" section in the CY 2025 Marketing Guidance for Michigan Medicare-Medicaid Plans, issued on August 8, 2024. Michigan MMPs must not use the errata process to communicate these changes.

We will post the revised models on 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.