



MEDICARE-MEDICAID COORDINATION OFFICE

DATE: August 6, 2024

TO: New York Medicare-Medicaid Plans

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

SUBJECT: Release of Final Contract Year 2025 Marketing Guidance for
New York FIDA-IDD MMP

Attached to this memorandum is the final Contract Year (CY) 2025 Marketing Guidance for the Medicare-Medicaid Plan (MMP) operating in the New York Fully Integrated Duals Advantage for individuals with Intellectual and Developmental Disabilities (FIDA-IDD) capitated financial alignment model demonstration. CMS and New York jointly updated the Marketing Guidance for the New York MMP, 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 New York FIDA-IDD 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 April 23, 2024,¹ which also applies to MMPs except as clarified in the Marketing Guidance. The Marketing Guidance is applicable to all New York FIDA-IDD MMP marketing for CY 2025 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 Contract Management Team or the Medicare-Medicaid Coordination Office at MMCOCapsModel@cms.hhs.gov.

¹ Refer to <https://www.federalregister.gov/documents/2024/04/23/2024-07105/medicare-program-changes-to-the-medicare-advantage-and-the-medicare-prescription-drug-benefit>.