



L.A. Care
Medicare Plus[™]
(HMO D-SNP)

DSNP

Resource Guide | 2023

An informational D-SNP guide that will help provide all Business Units pertinent information and/or help with development of Marketing and Member Materials.

Note: Effective January 1, 2023 – all CMC information will be obsolete, as the contract will be no longer active.

General Information

⌘ **Plan Type:**

L.A. Care Medicare Plus (HMO D-SNP) is a Medicare Medi-Cal Plan (MMP or Medi-Medi plan), which is an Exclusively Aligned Enrollment Dual Eligible Special Needs Plan.

⌘ **Contract/ PBP Number**

2022 CMC Plan	2023 DSNP Plan
H8258-001	H1224-001

⌘ **Plan Name** - Plan Type must be included when the plan name is first mentioned. Plan type is not required thereafter.

2022 CMC Plan	2023 DSNP Plan
<i>Plan Marketing Name with Plan Type:</i> L.A. Care Cal MediConnect Plan (Medicare-Medicaid Plan)	<i>Plan Marketing Name with Plan Type:</i> L.A. Care Medicare Plus (HMO D-SNP)
	<i>Optional:</i> L.A. Care Medicare Plus (HMO D-SNP), a Medicare Medi-Cal Plan
<i>Plan Marketing Name:</i> L.A. Care Cal MediConnect Plan	<i>Plan Marketing Name</i> L.A. Care Medicare Plus

⌘ **Member Phone Number and Hours of Operation**

2022 CMC Plan	2023 DSNP Plan
888.522.1298 (TTY: 711) 24 hours a day, 7 days a week, including holidays.	833.522.DSNP (833.522.3767) (TTY: 711) 24 hours a day, 7 days a week, including holidays.

⌘ **Prospect Phone Number and Hours of Operation:**

2022 CMC Plan	2023 DSNP Plan
888.522.8243 (TTY: 711) 24 hours a day, 7 days a week, including holidays.	833.522.DSNP (833.592.3767) (TTY: 711) 24 hours a day, 7 days a week, including holidays.

⌘ **Website URL:**

2022 CMC Plan	2023 DSNP Plan
www.calmediconnectla.org	medicare.lacare.org

⌘ **Logo / Brand / Style Guidelines**



Link to Logo and Brand Guide

Disclaimers (Chapter 3, Medicare Communications and Marketing Guidelines (MCMG):

***Note: does not include all disclaimers, please refer to MCMG*

Required on all materials:

- ⌘ [You can get this document for free in other formats, such as large print, braille, and/or audio. Call <1.833.522.3767 > (TTY: 711), 24 hours a day, 7 days a week, including holidays.> The call is free.]
- ⌘ Non-Discrimination Notice* (**Non-Discrimination Notice**)
 - Included in Member Handbook, member information, and all other information notices targeted to members, potential enrollees and the public.
 - Informational notices include not only documents intended for the public, such as outreach, education, and marketing materials, but also written notices requiring a response from an individual and written notices to an individual such as those pertaining to rights or benefits.
 - Small-sized (**Small Publications NDN and Taglines**)
 - (Postcards, pamphlets, newsletters, brochures, and flyers or folded in a way that is smaller than 8.5 by 11 inches) information notices: The abbreviated nondiscrimination statement must be accompanied by the full set of language taglines in 18 non-English languages required
 - **IMPORTANT PRODUCTION NOTICE:** The “Small Publications NDN and Taglines” is three pages and not sufficiently abbreviated to be paired with specific communication formats including but not limited to: Postcards and Flyers. Special production considerations must be made for communication formats to accommodate the entirety of the “Small Publications NDN and Taglines”.
- ⌘ Language and Interpreter Taglines* (**Language and Interpreter Taglines**)
- ⌘ **APL 21-004*** Standards for determining Threshold Languages, Nondiscrimination requirements, and Language Assistance Services:
- ⌘ **Federal Contracting Statement (422.2267(e) (30), 423.2267(e)(32))**

Required on all marketing materials except: Banners and banner-like advertisements, outdoor advertisements, text messages, social media, and envelopes.

[L.A. Care Medicare Plus (HMO D-SNP) is a health plan that contracts with both Medicare and Medi-Cal to provide benefits of both programs to enrollees. Enrollment in L.A. Care Medicare Plus depends on contract renewal.]

⚡ **Accommodations (422.2267(e)(33), 423.2267(e)(34))**

Must be in any advertisement of invitations to all events as described under §§422.2264(c) and 423.2264(c).

[For accommodations of persons with special needs at meetings call <1.833.522.3767 (TTY: 711)>]

⚡ **Special Supplemental Benefits for the Chronically Ill (SSBCI) (422.2267(e)(32))**

Must be used whenever SSBCI benefits mentioned.

Note: SSBCI Benefit for DSNP 2023: Food and Produce (\$25 monthly); Member will need to be participating in a Care Management Program with a chronic condition to qualify.

[The benefits mentioned are a part of special supplemental program for the chronically ill. Not all members qualify.]

⚡ **Mailing Statements (422.2267(e)(34), 423.2267(e)(35))**

Must be included when mailing applicable information to current members.; Must include the plan name. If the plan name is elsewhere on the envelope, it does not need to be repeated in the disclaimer.; Delegated or sub-contracted entities and downstream entities that conduct mailings on behalf of a multiple plans must also comply with this requirement; however, they do not have to include a plan name.

- Include the following statement when mailing information about the enrollee's current plan:
[Important L.A. Care Medicare Plus HMO D-SNP information.]
- Include the following statement when mailing health and wellness information:
[Health and wellness or prevention information.]

⚡ **Promotional Give-Away (422.2267(e)(35), 423.2267(e)(36))**

Required when offering promotional giveaways such as drawings, prizes, or free gifts.

⚡ **Star Ratings (422.2267(e)(31), 423.2267(e)(33))** **Not applicable during 2023.*

Must be used whenever Star Ratings are mentioned in marketing materials, with the exception of when Star Ratings are published on small objects (e.g., pens or rulers).

**Note: New plans that have no Star Ratings are not required to provide until the following contract year.*

Must be uploaded within 21 calendar days of the release of the updated information.

[Every year, Medicare evaluates plans based on a 5- star rating system.]