

Innovative Health Alliance of New York

Policy No. 01

EFFECTIVE DATE: 9/21/15

POLICY TITLE:

Beneficiary Notifications

REVIEW BY: 9/21/17

POLICY

It is the policy of Innovative Health Alliance of New York (IHANY) to comply with the Centers for Medicare and Medicaid Services ("CMS") beneficiary notification requirements applicable to Medicare Shared Savings Program ("MSSP") Accountable Care Organizations ("ACOs").

PROCEDURE

1. Written Notifications

a. In-Office Visits

- i. IHANY and ACO Participants will ensure the CMS "Notice to Patients" template letter is made available in all ACO Participant settings in which Medicare fee-for-service beneficiaries receive primary care services.
- ii. ACO Participants providing primary care services will provide the "Notice to Patients" letter to all beneficiaries as part of their first primary care service visit, regardless of whether they received advance notice through the mail.

b. Mailing

- i. In addition to written notifications provided in connection with a Medicare fee-for-service beneficiary's first primary care service visit, IHANY will also mail Prospectively Assigned Beneficiaries the CMS "Notice to Patients" template letters to provide advance notice to patients of the ACO Participant's participation in IHANY.

2. Signage Notifications

- a. All ACO Participants will post CMS approved signage in their facilities indicating the ACO Provider/Supplier's participation in a MSSP.

3. Notifications to beneficiaries are included in CMS' definition of marketing materials and activities and therefore are subject to CMS preapproval. Refer to IHANY Policy - *Marketing Materials and Activities* for further information.
4. All CMS template letters and signage will be used by IHANY without modification or as otherwise allowed by CMS requirements.

DEFINITIONS

ACO Participant(s) means an individual or group of ACO provider(s)/supplier(s) that is identified by a Medicare-enrolled Tax Identification Number (TIN), that alone or together with one or more other ACO participants comprise(s) and ACO, and that is included on the required list of ACO participants.

ACO Provider/Supplier(s) means an individual or entity that is a provider or a supplier, which is enrolled in Medicare, that bills for items or services it furnishes to Medicare fee-for-service beneficiaries under a Medicare billing number assigned to the TIN of an ACO participant, and that is included on the required list of ACO providers/suppliers.

Prospectively Assigned Beneficiaries means Medicare beneficiaries who are prospectively assigned to the ACO as reported in the preliminary prospective assignment list and quarterly updates to the list provided by CMS.

POLICY CONTACT

For questions regarding this policy, please contact the Chief Executive Officer (CEO).

RELATED PROCEDURES AND OTHER MATERIALS

- 42 C.F.R. § 425.312 *Notification to beneficiaries of participation in MSSP*
- 42 C.F.R. § 452.20 *Definition of Marketing materials and activities*
- IHANY Policy - *Marketing Materials and Activities*

APPROVALS

Initial Approval: Board of Directors 9/21/15

Subsequent Review/Revision(s):