

Announcement:

Amended Funding Opportunity Announcement (FOA) For the Consumer Operated and Oriented Plan (CO-OP) Program Is Now Posted on Grants.gov.

Good Afternoon,

In response to questions and comments received during the open information teleconferences held on August 10, 2011 and September 7, 2011, CMS has amended the Funding Opportunity Announcement (FOA) for the Consumer Operated and Oriented Plan (CO-OP) Program. The amended FOA for the CO-OP program is now posted on grants.gov. You can access the amended FOA by [clicking here](#) or by searching for CFDA #: 93.545 at www.grants.gov.

The following language has been added to the FOA regarding start-up funds available for feasibility studies and business plans (Included on page 38):

“The costs of preparing the feasibility study and business plan required under sections IV.B.5 and IV.B.6 of this FOA to be submitted with the application will be considered eligible costs for Start-Up Loans up to a total amount of \$100,000. Loans for these costs will only be provided to applicants who are awarded Start-Up Loans. For applicants approved to operate in more than one State, an additional \$50,000 attributable to the cost of preparing feasibility studies and business plans per additional State in which the applicant is approved to operate will be considered eligible costs for Start-Up Loans for up to four additional States amounting to a maximum of \$300,000.”

The following language has been added to the FOA to clarify the definition of marketing (Included on page 39):

“Marketing” means activities that promote the purchase of a specific health care plan or explain a product’s benefit structure, whether targeted at new or current members. “Marketing” does not include activities related to community outreach, membership development, and membership education. Loans provided under the CO-OP program may be used to provide information to members regarding their coverage, rights, and responsibilities;

Thank You.