



Louisiana Department of Health and Hospitals Health Plan Advisory 13-19 December 5, 2013

LTSS Provider Recruitment Guidance for Bayou Health Plans

The Department of Health and Hospitals (DHH) is providing the following provider recruitment guidance for any Bayou Health Plan that intends to submit a response to any future Long Term Services and Supports (LTSS) Requests for Proposals DHH may release. *At the date of this advisory, an LTSS RFP has not been drafted. This advisory will be superseded by any guidance provided in any future LTSS RFP.*

Any provider recruitment efforts made by Bayou Health Plans must make it clear that the organization is not contracted to provide LTSS services and is not guaranteed such a contract with DHH. Health Plans are free to solicit input or recruit providers in anticipation of an LTSS proposal, but all written and verbal communications used in such recruitment efforts must clearly indicate that no contract exists with DHH and the organization.

DHH is not producing nor requiring a standard Letter of Intent (LOI) for any potential LTSS network providers. DHH intends to use other methods to assess network adequacy.

Health Plans are not permitted to directly market LTSS services they may seek to gain through future contract bids to Medicaid enrollees. There are federal requirements against direct marketing to Medicaid members that cannot be compromised. Any member marketing events or activities in LTSS settings should be avoided and submissions to Bayou Health staff for approval of such activities will be denied.

Bayou Health Plans with intent to submit proposals for future LTSS RFPs may use their Bayou Health Plan name and branding, but there must be a distinction between the two products. Preferably, this distinction should be incorporated into the Health Plan branding and any logo usage. At a minimum the differences should be made clear in any marketing materials.

DHH has no jurisdiction to approve or authorize any LTSS provider recruitment activities, including the review of materials or events centered on the recruitment of providers. Health Plans are responsible for ensuring that any marketing or recruitment does not violate any of the terms and conditions of their Bayou Health contract with DHH.