

Contract RFP Reference	Contract Requirement Language	Review Determination	MCO Documentation Title(s)	MCO Policy/Procedure / Document Section(s)/ Number(s)	MCO Page Number(s)
12.2	Marketing and Member Education Plan				
12.2.1	The MCO shall develop and implement a plan detailing the marketing and member education activities it will undertake and materials it will create during the contract period, incorporating DHH's requirements for participation in the MCO Program. The detailed plan must be submitted to DHH for review and approval within thirty (30) calendar days from the date the Contract is signed.	Met This requirement is addressed in LA Marketing Plan, page 2.	LA Marketing Plan.pdf		Page 2
12.2.2	The MCO shall not begin member education activities prior to the approval of the marketing and member education plan.	Met This requirement is addressed in LA Marketing Plan, page 6	LA Marketing Plan.pdf		Page 6
12.2.3	The MCOs' plan shall take into consideration projected enrollment levels for equitable coverage of the entire MCO service area. The plan should clearly distinguish between marketing activities and materials and member education activities and materials. The plan shall include, but is not limited to:	Met In the LA Marketing Plan, page 1, the plan addresses the requirement that there be a clear distinction between marketing and member activities and materials. LA Marketing Plan (RR) submitted; page 1 under Goals and Objectives states the plan will take into consideration projected enrollment levels to provide equitable coverage of the entire service area. At the onsite the plan provided detailed descriptions of the methods used to evaluate the network. Additional scenarios will be run using incremental membership totals distributed across the state.	LA Marketing Plan.pdf		Page 1
12.2.3.1	Stated marketing and member education goals and strategies;	Met Addresses in LA Marketing Plan, page 1	LA Marketing Plan.pdf		Page 1
12.2.3.2	A marketing and member education calendar, which begins with the date of the signed	Met In the LA Marketing Plan, pages	Marketing and Member Education Event Submission Calendar.pdf		Page 1-4

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	contract, between DHH and the MCO, and runs through the first calendar year of providing services to Medicaid enrollees, that addresses all marketing areas: advertising plans, coverage areas, Web site development and launch plans, printed materials, material distribution plans (including specific locations), outreach activities (health fairs, area events, etc.)	1-4, the plan addresses the requirement of having a marketing and member education calendar that begins with the date of the signed contract. The plan submitted a Marketing and Member Education Event Submission Calendar; which is a template used for tracking and approval of marketing and educational events and activities plus materials An education calendar that runs through the first year of providing services and addresses all areas was provided in the post-onsite documentation.			
12.2.3.3	A summary of value added benefits to be used in the creation of a plan comparison chart to assist potential enrollees in selecting the MCO that best meets their needs;	Met Addressed in Value Added template	Value Added.pdf		Page 1
12.2.3.4	Distribution methods and schedules for all materials, including media schedules for electronic or print advertising (include date and station or publication)	Met Addressed in Marketing and Member Education Event Submission Calendar template.	Marketing and Member Education Event Submission Calendar .pdf		Page 1-4
12.2.3.5	The MCO's plans for new member outreach, including welcome packets and welcome call;	Met Addressed in 4500.15 Member Information, page 3 as well as in LA Marketing Plan, page 7	4500.15 Member Information.pdf	New Member Communication	Page 3 Reference the Member Education Area
12.2.3.6	The MCO's plan to incorporate patient engagement tools such as smart phone-based support programs, mobile applications or text messaging innovations. A smartphone-based support program could include the following features: <ul style="list-style-type: none"> • Native mobile applications and/or mobile-friendly content that is accessible across a broad range of 	Met Addressed in Member Engagement Tools Deployment Plan	Member Engagement Tools Deployment Plan.pdf		Page 1-2

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	smartphones; <ul style="list-style-type: none"> • Consumer-friendly, engaging content that helps keep patients on track with key health appointments and screenings; • Tools to help stratify users by risk profile and direct the higher risk users to State-based or plan-based resources; • Outreach support to educate patients about the mobile tools; and • Reporting and analytics to help the State measure the effectiveness of the smartphone-based support program. 				
12.2.3.7	How the MCO plans intends to meet the informational needs, relative to marketing (for prospective enrollees) and member education (for current enrollees), for the physical and cultural diversity of the service area. This may include, but is not limited to: a description of provisions for non-English speaking prospective enrollees, interpreter services, alternate communication mechanisms (such as sign language, Braille, audio tapes);	Met Addressed in 4500.20 Member Material Standards, pages 2-3	4500.20 Member Material Standards.pdf	Alternative Formats Translation	Page 2 Page 3
12.2.3.8	A list of all subcontractors engaged in marketing or member education activities for the MCO;	Met Addressed in Subcontractors engaged document	Subcontractors engaged.pdf		Page 1-14
12.2.3.9	A copy of the MCO training curriculum for marketing representatives (both internal and subcontractor);	Met Addressed in LA Outreach Training	LA Outreach Training.pdf		Page 1-14
12.2.3.10	The MCO's procedure for monitoring and enforcing compliance with all marketing and member education guidelines, in particular the monitoring of prohibited marketing methods, among internal staff and subcontractors;	Met Addressed in LA Outreach Training	LA Outreach Training.pdf		Page 1-14
12.2.3.11	Copies of all marketing and member education materials (print and multimedia) planned for distribution by the MCO or any of its subcontractor that are directed at Medicaid eligibles or potential eligibles.	Met Addressed in Marketing and member education for Medicaid eligibles document	Marketing and member education for Medicaid eligibles.pdf Outreach brochure.pdf Value Added Flyer.pdf		Page1 Page 1-2 Page 1-2

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		The plan provided copies of: Outreach brochure DRAFT and Value Added Flyer to support this requirement.			
12.2.3.12	Copies of marketing and member education materials that are 1) currently in concept form, but not yet produced (should include a detailed description) or 2) samples from other states that will be duplicated in a similar manner for the Louisiana Bayou Health population.	<p>Met</p> <p>Addressed in Marketing and member education documentation provided.</p> <p>The plan presented as supporting documentation: LA Concept documents submitted and reviewed: ID cards Transition of care EPSDT reminders BCS & CCS reminders Provider director Notice of privacy</p> <p>Examples of Marketing Materials used in other states: Welcome newsletter Promise brochure Member handbook</p>	<p>Marketing and member education.pdf LA ID card 4-up carrier.pdf LA ID card 1-up carrier.pdf LA welcome newsletter.pdf NoticeofPrivacyPractices_Eng-LA.pdf Member Transition of care form_LA.pdf EPSDTcards-LA.pdf BCS reminders.pdf CCS reminders.pdf LA provider directory mockup.pdf Promise.pdf Member handbook.pdf</p> <p>NJ welcome newsletter – Sample.pdf NJ Member Handbook - Sample.pdf DE Promise bro – Sample.pdf</p>		<p>Page 1 Page 1-2 Page 1-2 Page 1-5 Page 1-3 Page 1-4 Page 1-34 Page 1-2 Page 1-2 Page 1-16 Page 1-2 Page 1-63 Reference the member education area core document Page 1-4 Page 1-124 Page 1-2</p>
12.2.3.13	Details of proposed marketing and member education activities and events. All activities must be submitted in the plan using the approved format, Event Submission Calendar;	<p>Met</p> <p>Addressed in Marketing and Member Education Event Submission Calendar document</p>	Marketing and Member Education Event Submission Calendar.pdf		Page 1-4
12.2.3.14	Details regarding the basis it uses for awarding bonuses or increasing the salary of marketing representatives and employees involved in marketing;	<p>Met</p> <p>Addressed in LA Marketing Plan, page 11-12</p>	LA Marketing Plan.pdf		Page 12
12.2.3.15	Details for supplying current materials to service regions as well as plans to remove outdated materials in public areas;	<p>Met</p> <p>Addressed in LA Marketing Plan, page 8</p>	LA Marketing Plan.pdf		Page 8
12.2.3.16	The MCO's protocol for responding to unsolicited direct contact (verbal or written) from a potential member (the MCO is not allowed to engage in marketing encounters	<p>Met</p> <p>Addressed in LA Marketing Plan, page 6 as well as in LA MS Pre Enrollment FAQs, page</p>	<p>LA Marketing Plan.pdf</p> <p>Louisiana MS Pre Enrollment FAQs.pdf</p>	Call Handling	<p>Page 6</p> <p>Page 8</p>

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	with potential members, but Medicaid enrollees may seek out specific MCOs for information). This should include: <ul style="list-style-type: none"> • Circumstances that will initiate referral to the Enrollment Broker; • Circumstances that will initiate referral to the Medicaid Customer Service Line (toll free #1-888-342-6207); • Circumstances that will terminate the encounter; and • Circumstances that will prompt the MCO to distribute materials to the potential member and a draft of those materials (which must refer all enrollment inquiries to the Enrollment Broker). 	8			
12.2.3.17	Any changes to the marketing and member education plan or included materials or activities must be submitted to DHH for approval at least thirty (30) days before implementation of the marketing or member education activity, unless the MCO can demonstrate just cause for an abbreviated timeframe.	Met Addressed in LA Marketing Plan, page 2	LA Marketing Plan.pdf		Page 2
12.3	Prohibited Marketing Activities				
12.3.0	The MCO and its subcontractors are prohibited from in engaging in the following activities:				
12.3.1	Marketing directly to Medicaid potential enrollees or MCO prospective enrollees, including persons currently enrolled in Medicaid or other MCOs (including direct mail advertising, "spam", door-to-door, telephonic, or other "cold call" marketing techniques);	Met Addressed in LA Marketing Plan, page 3	LA Marketing Plan.pdf		Page 3
12.3.2	Asserting that the MCO is endorsed by CMS, the federal or state government or similar entity;	Met Addressed in LA Marketing Plan, page 3	LA Marketing Plan.pdf		Page 3
12.3.3	Distributing plans and materials or making any statement (written or verbal) that DHH	Met Addressed in LA Marketing	LA Marketing Plan.pdf		Page 3

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	determines to be inaccurate, false, confusing, misleading or intended to defraud members or DHH. This includes statements which mislead or falsely describe covered services, membership or availability of providers and qualifications and skills of providers and assertions the recipient of the communication must enroll in a specific plan in order to obtain or not lose benefits;	Plan, page 3			
12.3.4	Portraying competitors or potential competitors in a negative manner;	Met Addressed in LA Marketing Plan, page 3	LA Marketing Plan.pdf		Page 3
12.3.5	Attaching a Medicaid application and/or enrollment form to marketing materials to any member not currently enrolled with the MCO;	Met Addressed in LA Marketing Plan, page 3	LA Marketing Plan.pdf		Page 3
12.3.6	Assisting with enrollment or improperly influencing MCO selection;	Met Addressed in LA Marketing Plan, page 3	LA Marketing Plan.pdf LA MS Pre Enrollment FAQs.pdf	Prohibited Activities	Page 3 Page 18
12.3.7	Inducing or accepting a member's enrollment or disenrollment to any member not currently enrolled with the MCO;	Met Addressed in LA Marketing Plan, page 3	LA Marketing Plan.pdf LA MS Pre Enrollment FAQs.pdf	Prohibited Activities	Page 3 Page 18
12.3.8	Using the seal of the state of Louisiana, DHH's name, logo or other identifying marks on any materials produced or issued, without the prior written consent of DHH;	Met Addressed in LA Marketing Plan, page 3	LA Marketing Plan.pdf		Page 3
12.3.9	Distributing marketing information (written or verbal) that implies that joining MCOs or a particular MCO is the only means of preserving Medicaid coverage or that MCOs or a particular MCO is the only provider of Medicaid services and the potential enrollee must enroll in the MCO or MCOs to obtain benefits or not lose benefits;	Met Addressed in LA Marketing Plan, page 3	LA Marketing Plan.pdf LA MS Pre Enrollment FAQs.pdf	Prohibited Activities	Page 3 Page 18
12.3.10	Comparing their MCO to another organization/MCO by name;	Met Addressed in LA Marketing Plan, page 3	LA Marketing Plan.pdf LA MS Pre Enrollment FAQs.pdf	Prohibited Activities	Page 3 Page 18
12.3.11	Sponsoring or attending any marketing or community health activities or events without notifying DHH within the timeframes specified in this RFP;	Met Addressed in LA Marketing Plan, page 3	LA Marketing Plan.pdf		Page 3
12.3.12	Engaging in any marketing activities, including	Met	LA Marketing Plan.pdf		Page 3

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	unsolicited personal contact with a potential enrollee, at an employer-sponsored enrollment event where employee participation is mandated by the employer;	Addressed in LA Marketing Plan, page 3			
12.3.13	Marketing or distributing marketing materials, including member handbooks, and soliciting members in any other manner, inside, at the entrance or within 100 feet of check cashing establishments, public assistance offices, /DCFS eligibility offices for the Supplemental Nutrition Assistance Program (SNAP), FITAP, Medicaid Eligibility Offices and/or certified Medicaid Application Centers. Medicaid Eligibility Office staff or approved DHH agents shall be the only authorized personnel to distribute such materials;	Met Addressed in LA Marketing Plan, page 3	LA Marketing Plan.pdf		Page 3
12.3.14	Conducting marketing or distributing marketing materials in hospital EDs, , including the ED waiting areas, patient rooms or treatment areas;	Met Addressed in LA Marketing Plan, page 3	LA Marketing Plan.pdf		Page 3
12.3.15	Copyrighting or releasing any report, graph, chart, picture, or other document produced in whole or in part relating to services provided under this Contract on behalf of the MCO without the prior written consent of DHH;	Met Addressed in LA Marketing Plan, page 3	LA Marketing Plan.pdf		Page 3
12.3.16	Purchasing or otherwise acquiring or using mailing lists of Medicaid eligibles from third party vendors, including providers and state offices;	Met Addressed in LA Marketing Plan, page 4	LA Marketing Plan.pdf		Page 4
12.3.17	Using raffle tickets or event attendance or sign-in sheets to develop mailing lists of prospective enrollees;	Met Addressed in LA Marketing Plan, page 4	LA Marketing Plan.pdf		Page 4
12.3.18	Charging members for goods or services distributed at events;	Met Addressed in LA Marketing Plan, page 4	LA Marketing Plan.pdf		Page 4
12.3.19	Charging members a fee for accessing the MCO Web site;	Met Addressed in LA Marketing Plan, page 4	LA Marketing Plan.pdf		Page 4
12.3.20	Influencing enrollment in conjunction with the sale or offering of any private insurance;	Met Addressed in LA Marketing Plan, page 4	LA Marketing Plan.pdf		Page 4

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12.3.21	Using terms that would influence, mislead or cause potential members to contact the MCO, rather than the DHH-designated Enrollment Broker, for enrollment;	Met Addressed in LA Marketing Plan, page 4	LA Marketing Plan.pdf LA MS Pre Enrollment FAQs.pdf	Prohibited Activities	Page 3 Page 18
12.3.22	Referencing the commercial component of the MCO in any of its Medicaid MCO enrollee marketing materials, if applicable;	Met Addressed in LA Marketing Plan, page 4	LA Marketing Plan.pdf		Page 4
12.3.23	Using terms in marketing materials such as "choose," "pick," "join," etc. unless the marketing materials include the Enrollment Broker's contact information.	Met Addressed in LA Marketing Plan, page 4	LA Marketing Plan.pdf		Page 4
12.4	Allowable Marketing Activities				
12.4.1	The MCO and its subcontractors shall be permitted to perform the following activities:				
12.4.1.1	Distribute general information through mass media (i.e. newspapers, magazines and other periodicals, radio, television, the Internet, public transportation advertising, billboards and other media outlets) in keeping with prohibitions to placement as detailed in this RFP;	Met Addressed in LA Marketing Plan, page 4	LA Marketing Plan.pdf		Page 4
12.4.1.2	Make telephone calls and home visits only to members currently enrolled in the MCO (member education and outreach) for the purpose of educating them about services offered by or available through the MCO;	Met Addressed in LA Marketing Plan, page 4	LA Marketing Plan.pdf LA MS Pre Enrollment FAQs.pdf	Permitted Activities	Page 4 Page 18
12.4.1.3	Respond to verbal or written requests for information made by potential members, in keeping with the response plan outlined in the marketing plan approved by DHH prior to response;	Met Addressed in LA Marketing Plan, page 4	LA Marketing Plan LA MS Pre Enrollment FAQs.pdf	Permitted Activities	Page 4 Page 18
12.4.1.4	Provide promotional giveaways that exceed the \$15.00 value to current members only ;	Met Addressed in LA Marketing Plan, page 4	LA Marketing Plan.pdf		Page 4
12.4.1.5	Attend or organize activities that benefit the entire community such as health fairs or other health education and promotion activities. Notification to DHH must be made of the activity and details must be provided about the planned marketing activities using the Event	Met Addressed in LA Marketing Plan, page 4	LA Marketing Plan.pdf		Page 4

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	Submission Calendar;				
12.4.1.6	Attend activities at a business at the invitation of the entity. Notification to DHH must be made of the activity and details must be provided about the planned marketing activities using the Event Submission Calendar;	Met Addressed in LA Marketing Plan, page 4	LA Marketing Plan.pdf		Page 4
12.4.1.7	Conduct telephone marketing only during incoming calls from potential members. The MCO may return telephone calls to potential members only when requested to do so by the caller. The MCO must utilize the response plan outline in the marketing plan, approved by DHH, during these calls; and	Met Addressed in LA Marketing Plan, page 4	LA Marketing Plan.pdf LA MS Pre Enrollment FAQs.pdf	Permitted Activities	Page 4 Page 18
12.4.1.8	Send plan-specific materials to potential members at the potential member's request	Met Addressed in LA Marketing Plan, page 4	LA Marketing Plan.pdf LA MS Pre Enrollment FAQs.pdf	Permitted Activities	Page 4 Page 19
12.4.2	In any instance where a MCO allowable activity conflicts with a prohibited activity, the prohibited activity guidance shall be followed.	Met Addressed in LA Marketing Plan, page 4	LA Marketing Plan.pdf		Page 4
12.5	Marketing and Member Education Materials Approval Process				
12.5.1	The MCO must obtain prior written approval from DHH for all marketing and member education materials for potential or current enrollees. This includes, but is not limited to, print, television and radio advertisements; member handbooks, identification cards and provider directories; call scripts for outbound calls or customer service centers; MCO website screen shots; promotional items; brochures; letters and mass mailings and e-mailings. Neither the MCO nor its subcontractors may distribute any MCO marketing or member education materials without DHH consent.	Met Addressed in LA Marketing Plan, page 5	LA Marketing Plan.pdf		Page 5
12.5.2	All proposed materials must be submitted via email to DHH. Materials must be submitted in PDF format unless an alternative format is approved or requested by DHH.	Met Addressed in LA Marketing Plan, page 5	4500.20 Member Material Standards.pdf LA Marketing Plan.pdf	Required Approvals	Page 3 Page 5
12.5.2.1	Materials submitted as part of the original	Met	LA Marketing Plan.pdf		Page 5

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	marketing and member education plan will be considered approved with the approval of the plan if the materials were in final draft form.	Addressed in LA Marketing Plan, page 5			
12.5.3	MCOs must obtain prior written approval for all materials developed by a recognized entity having no association with the MCO, including but not limited to, those developed by a government entity or a nonprofit organization that the MCO wishes to distribute. DHH will only consider materials when submitted by the MCO (not subcontractors).	Met Addressed in LA Marketing Plan, page 5	4500.20 Member Material Standards.pdf LA Marketing Plan.pdf	Required Approvals	Page 4 Page 5
12.5.4	Review Process for Materials				
12.5.4.1	DHH will review the submitted marketing and member education materials and either approve, deny or submit changes within thirty (30) days from the date of submission;				
12.5.4.2	Once member materials are approved in writing by DHH, the MCO shall submit an electronic version (PDF) of the final printed product, unless otherwise specified by DHH, within ten (10) calendar days from the print date. If DHH requests that original prints be submitted in hard copy, photo copies may not be submitted for the final product. Upon request, the MCO must provide additional original prints of the final product to DHH;	Met Addressed in 4500.20 Member Material Standards, page 3 as well as in LA Marketing Plan, page 5	4500.20 Member Material Standards.pdf LA Marketing Plan.pdf	Required Approvals	Page 3 Page 5
12.5.4.3	Prior to modifying any approved member material, the MCO shall submit for written approval by DHH, a detailed description of the proposed modification accompanied by a draft of the proposed modification;	Met Addressed in 4500.20 Member Material Standards, page 4 as well as in LA Marketing Plan, page 5	4500.20 Member Material Standards.pdf LA Marketing Plan.pdf	Changes to Materials	Page 4 Page 5
12.5.4.4	DHH reserves the right to require the MCO to discontinue or modify any marketing or member education materials after approval;				
12.5.4.5	MCO materials used for the purpose of marketing and member education, except for the original MCO marketing and member education plan, are deemed approved if a response from DHH is not returned within thirty (30) calendar days following receipt of materials by DHH; and	Met Addressed in 4500.20 Member Material Standards, page 4 as well as in LA Marketing Plan, page 5	4500.20 Member Material Standards.pdf LA Marketing Plan.pdf	Required Approvals	Page 4 Page 5

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12.5.4.6	The MCO must review all marketing and member education materials on an annual basis and revise materials, if necessary, to reflect current practices. Any revisions must be approved by DHH prior to distribution.	Met Addressed in 4500.20 Member Material Standards, page 4 as well as in LA Marketing Plan, page 5	4500.20 Member Material Standards.pdf LA Marketing Plan.pdf	Annual Review	Page 4 Page 5
12.6	Events and Activities Approval Process				
12.6.1	The MCO must provide written notice to DHH for all marketing and member education events and activities for potential or current enrollees as well as any community/health education activities that are focused on health care benefits (health fairs or other health education and promotion activities). Notice to DHH may be made prior to the event, or in the form of the Marketing Plan Monthly Report (Appendix BB).	Met Addressed in LA Marketing Plan, page 5	LA Marketing Plan.pdf		Page 5
12.6.2	The MCO must obtain prior written approval from DHH for any activities that include sponsorships.	Met Addressed in LA Marketing Plan, page 5	LA Marketing Plan.pdf		Page 5
12.6.3	The MCO must obtain prior written approval from DHH for any press or media events or activities.	Met Addressed in LA Marketing Plan, page 5	LA Marketing Plan.pdf		Page 5
12.6.4	All proposed events and activities, including proposed sponsorships, must be submitted to DHH using Event Submission Calendar. (See Appendix X)	Met Addressed in LA Marketing Plan, page 5	LA Marketing Plan.pdf		Page 5
12.6.4.1	Activities and events submitted as part of the original marketing and member education plan will be considered approved with the approval of the plan if the activity or event details are complete.	Met Addressed in LA Marketing Plan, page 6	LA Marketing Plan.pdf		Page 6
12.6.5	Review Process for Events and Activities				
12.6.5.1	DHH will review proposed sponsorship, press or media events and activities and either approve or deny within fourteen (14) business days from the date of submission.				
12.6.5.2	In the case where a sponsorship, press or media event or activity arises and approval within the seven (7) business day timeframe is not possible due to the proximity of the event	Met Addressed in LA Marketing Plan, page 6	LA Marketing Plan.pdf		Page 6

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	or activity, the MCO may request an expedited approval. DHH reserves the right to deny such requests.				
12.6.5.3	DHH reserves the right to require the MCO to discontinue or modify any marketing or member education events after approval.				
12.6.5.4	Proposed sponsorships, press or media events and activities, except for those included in the original MCO marketing and member education plan, are deemed approved if a response from DHH is not returned within seven (7) business days following notice of event to DHH.	Met Addressed in LA Marketing Plan, page 6	LA Marketing Plan.pdf		Page 6
12.6.5.5	Any revisions to approved sponsorships, press or media events and activities must be resubmitted for approval by DHH prior to the event or activity using the Event Submission Calendar.	Met Addressed in LA Marketing Plan, page 6	LA Marketing Plan.pdf		Page 6
12.7	MCO Provider Marketing Guidelines				
12.7.1	When conducting any form of marketing in a provider's office, the MCO must acquire and keep on file the written consent of the provider.	Met Addressed in LA Marketing Plan, page10	LA Marketing Plan.pdf		Page 10
12.7.2	The MCO may not require its providers to distribute MCO-prepared communications to their patients.	Met Addressed in LA Marketing Plan, page 10 as well as in Provider Responsibilities, page 16	LA Marketing Plan.pdf 6300.10 Provider Responsibilities.pdf		Page 10 Page 15 -16 Reference the provider services for document
12.7.3	The MCO may not provide incentives or giveaways to providers to distribute them to MCO members or potential MCO members.	Met Addressed in LA Marketing Plan, page 10 as well as in Provider Responsibilities, page 16	LA Marketing Plan.pdf 6300.10 Provider Responsibilities.pdf		Page 10 Page 15 – 16 Reference the provider services for document
12.7.4	The MCO may not conduct member education or distribute member education materials in provider offices.	Met Addressed in LA Marketing Plan, page 10	LA Marketing Plan.pdf		Page 10

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12.7.5	The MCO may not allow providers to solicit enrollment or disenrollment in a MCO, or distribute MCO-specific materials at a marketing activity.	Met Addressed in LA Marketing Plan, page 10 as well as in Provider Responsibilities, page 16	LA Marketing Plan.pdf 6300.10 Provider Responsibilities.pdf		Page 10 Page 15 – 16 Reference the provider services for document
12.7.6	The MCO may not provide printed materials with instructions detailing how to change MCOs to members of other MCOs to providers.	Met Addressed in LA Marketing Plan, page 10	LA Marketing Plan.pdf		Page 10
12.7.7	The MCO shall instruct participating providers regarding the following communication requirements:	Met Addressed in LA Marketing Plan, page 10 as well as in Provider Responsibilities, page 16	LA Marketing Plan.pdf 6300.10 Provider Responsibilities.pdf		Page 10 Page 13 Reference the provider services for document
12.7.7.1	Participating providers who wish to let their patients know of their affiliations with one or more MCOs must list each MCO with whom they have contracts;	Met Addressed in LA Marketing Plan, page 10 as well as in Provider Responsibilities, page 13	LA Marketing Plan.pdf 6300.10 Provider Responsibilities.pdf		Page 10 Page 13 Reference the provider services for document
12.7.7.2	Participating providers may display and/or distribute health education materials for all contracted MCOs or they may choose not to display and/or distribute for any contracted MCOs. Health education materials must adhere to the following guidance: <ul style="list-style-type: none"> • Health education posters cannot be larger than 16" X 24"; • Children's books, donated by MCOs, must be in common areas; • Materials may include the MCOs name, logo, phone number and Web site; and • Providers are not required to distribute and/or display all health education materials provided by 	Met Addressed in LA Marketing Plan, page 11 as well as in Provider Responsibilities, page 13	LA Marketing Plan.pdf 6300.10 Provider Responsibilities.pdf		Page 11 Page 13 Reference the provider services for document

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	each MCO with whom they contract. Providers can choose which items to display as long as they distribute items from each contracted MCO and that the distribution and quantity of items displayed are equitable.				
12.7.7.3	Providers may display marketing materials for MCOs provided that appropriate notice is conspicuously and equitably posted, in both size of material and type set, for all MCOs with whom the provider has a contract.	Met Addressed in LA Marketing Plan, page 11 as well as in Provider Responsibilities, page 13	LA Marketing Plan.pdf 6300.10 Provider Responsibilities.pdf		Page 11 Page 13 Reference the provider services for document
12.7.7.4	Providers may display MCO participation stickers, but they must display stickers by all contracted MCOs or choose to not display stickers for any contracted MCOs.	Met Addressed in LA Marketing Plan, page 11 as well as in Provider Responsibilities, page 13	LA Marketing Plan.pdf 6300.10 Provider Responsibilities.pdf		Page 11 Page 13 Reference the provider services for document
12.7.7.5	MCO stickers indicating the provider participates with a particular MCO cannot be larger than 5" x 7" and not indicate anything more than "the health plan or MCO is accepted or welcomed here."	Met Addressed in LA Marketing Plan, page 11 as well as in Provider Responsibilities, page 13	LA Marketing Plan.pdf 6300.10 Provider Responsibilities.pdf		Page 11 Page 13 Reference the provider services for document
12.7.7.6	Providers may inform their patients of the benefits, services and specialty care services offered through the MCOs in which they participate. However, providers may not recommend one MCO over another MCO, offer patients incentives for selecting one MCO over another, or assist the patient in deciding to select a specific MCO in any way, including but not limited to faxing, using the office phone, or a computer in the office.	Met Addressed in LA Marketing Plan, page 11 as well as in Provider Responsibilities, page 13	LA Marketing Plan.pdf 6300.10 Provider Responsibilities.pdf		Page 11 Page 13 Reference the provider services for document
12.7.7.7	Upon actual termination of a contract with the MCO, a provider that has contracts with other MCOs may notify their patients of the change	Met Addressed in LA Marketing Plan, page 11 as well as in	LA Marketing Plan.pdf 6300.10 Provider Responsibilities.pdf		Page 11 Page 13

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	in status and the impact of such a change on the patient including the date of the contract termination. Providers must continue to see current patients enrolled in the MCO until the contract is terminated according to all terms and conditions specified in the contract between the provider and the MCO.	Provider Responsibilities, page 13			Reference the provider services for document
12.7.7.8	MCOs shall not produce branded materials instructing members on how to change a MCO. The must use DHH provided or approved materials and should refer members directly to the Enrollment Broker for needed assistance.	Met Addressed in LA Marketing Plan, page 11 as well as in Provider Responsibilities, page 13	LA Marketing Plan.pdf 6300.10 Provider Responsibilities.pdf		Page 11 Page 13 Reference the provider services for document
12.8	MCO Marketing Representative Guidelines				
12.8.1	All MCO marketing representatives, including subcontractors assigned to marketing, must successfully complete a training program about the basic concepts of Louisiana Medicaid, Bayou Health and the enrollees' rights and responsibilities relating to enrollment in MCOs and grievance and appeals rights before engaging in direct marketing to potential enrollees.	Met Addressed in LA Marketing Plan, page 11	LA Marketing Plan.pdf		Page 11
12.8.2	The MCO shall ensure that all marketing representatives engage in professional and courteous behavior. The MCO shall not participate, encourage, or accept inappropriate behavior by its marketing representatives, including but not limited to interference with other MCO presentations or talking negatively about other MCOs.	Met Addressed in LA Marketing Plan, page 11	LA Marketing Plan.pdf		Page 11
12.8.3	The MCO shall not offer compensation to a marketing representative, including salary increases or bonuses, based solely on an overall increase in MCO enrollment. Compensation may be based on periodic performance evaluations which consider enrollment productivity as one of several performance factors.	Met Addressed in LA Marketing Plan, page 11	LA Marketing Plan.pdf		Page 11-12

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12.8.4	Sign-on bonuses for marketing representatives are prohibited.	Met Addressed in LA Marketing Plan, page 12	LA Marketing Plan.pdf		Page 12
12.8.5	The MCO shall keep written documentation of the basis it uses for awarding bonuses or increasing the salary of marketing representatives and employees involved in marketing and make such documentation available for inspection by DHH.	Met Addressed in LA Marketing Plan, page 11-12	LA Marketing Plan.pdf		Page 12
12.9	Written Materials Guidelines				
12.9.0	The MCO must comply with the following requirements as it relates to all written member materials, regardless of the means of distribution (printed, web, advertising, direct mail, etc.):	Met Addressed in LA Marketing Plan, pages 6 & 7	LA Marketing Plan.pdf		Page 6
12.9.1	All member materials must be in a style and reading level that will accommodate the reading skills of MCO Enrollees. In general the writing should be at no higher than a 6.9 grade level, as determined by any one of the indices below, taking into consideration the need to incorporate and explain certain technical or unfamiliar terms to assure accuracy: Flesch – Kincaid; Fry Readability Index; PROSE The Readability Analyst (software developed by Educational Activities, Inc.); Gunning FOG Index; McLaughlin SMOG Index; or Other computer generated readability indices accepted by DHH.	Met Addressed in LA Marketing Plan, page 7	LA Marketing Plan.pdf		Page 7
12.9.2	All written materials must be clearly legible with a minimum font size of ten-point, preferably twelve-point, with the exception of Member ID cards, and unless otherwise approved by DHH.	Met Addressed in LA Marketing Plan, page 11-12	LA Marketing Plan.pdf		Page 7
12.9.3	DHH reserves the right to require evidence that written materials for members have been tested against the 6.9 grade reading-level standard.	Met Addressed in LA Marketing Plan, page 11-12	LA Marketing Plan.pdf		Page 7
12.9.4	If a person making a testimonial or endorsement for a MCO has a financial	Met Addressed in LA Marketing	LA Marketing Plan.pdf		Page 6

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	interest in the company, such fact must be disclosed in the marketing materials.	Plan, page 6			
12.9.5	All written materials must be in accordance with the DHH "Person First" Policy, Appendix NN.	Met Addressed in LA Marketing Plan, page 7	LA Marketing Plan.pdf		Page 7
12.9.6	The quality of materials used for printed materials shall be, at a minimum, equal to the materials used for printed materials for the MCO's commercial plans if applicable.	Met Addressed in LA Marketing Plan, page 7	LA Marketing Plan.pdf		Page 7
12.9.7	The MCOs name, mailing address (and physical location, if different) and toll-free number must be prominently displayed on the cover of all multi-paged marketing materials.	Met Addressed in LA Marketing Plan, page 7	LA Marketing Plan.pdf		Page 7
12.9.8	All multi-page written member materials must notify the member that real-time oral interpretation is available for any language at no expense to them, and how to access those services;	Met Addressed in LA Marketing Plan, page 7	LA Marketing Plan.pdf		Page 7
12.9.9	All written materials related to MCO and PCP enrollment shall advise potential enrollees to verify with the medical services providers they prefer or have an existing relationship with, that such medical services providers are participating providers of the selected MCO and are available to serve the enrollee.	Met Addressed in LA Marketing Plan, page 2	LA Marketing Plan.pdf		Page 2
12.9.10	Alternative forms of communication must be provided upon request for persons with visual, hearing, speech, physical or developmental disabilities. These alternatives must be provided at no expense to the member.	Met Addressed in LA Marketing Plan, page 7	LA Marketing Plan.pdf		Page 7
12.9.11	Marketing materials must be made available through the MCO's entire service area. Materials may be customized for specific parishes and populations within the MCOs service area.	Met Addressed in LA Marketing Plan, page 2	LA Marketing Plan.pdf		Page 2
12.9.12	All marketing activities should provide for equitable distribution of materials without bias toward or against any group.	Met Addressed in LA Marketing Plan, page 2	LA Marketing Plan.pdf		Page 2
12.9.13	Marketing materials must accurately reflect general information, which is applicable to the average potential enrollee of the MCO.	Met Addressed in LA Marketing Plan, page 2	LA Marketing Plan.pdf		Page 2

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12.9.14 12.9.14.1 12.9.14.2 12.9.14.3	The MCO shall include in all member materials the following: The date of issue; The date of revision; and/or If the prior versions are obsolete.	Met Addressed in LA Marketing Plan, page 7	LA Marketing Plan.pdf		Page 7
12.10	MCO Website Guidelines				
12.10.1	The MCO website must include a member-focused section which can be a designated section of the MCO's general informational website, which is interactive and accessible using mobile devices, and has the capability for bidirectional communications, i.e. members can submit questions and comments to the MCO and receive responses.	Met Addressed in LA Marketing Plan, page 8	LA Marketing Plan.pdf		Page 8
12.10.2	The MCO website must include general and up-to-date information about its Bayou Health Plan as it relates to the Louisiana Medicaid Program. This may be developed on a page within its existing website to meet these requirements.	Met Addressed in LA Marketing Plan, page 8	LA Marketing Plan.pdf		Page 8
12.10.3	The MCO must obtain prior written approval from DHH before updating the website.	Met Addressed in LA Marketing Plan, page 9	LA Marketing Plan.pdf		Page 9
12.10.4	The MCO must remain compliant with HIPAA privacy and security requirements when providing member eligibility or member identification information on the website.	Met Addressed in LA Marketing Plan, page 9	LA Marketing Plan.pdf		Page 9
12.10.5	The MCO website should, at a minimum, be in compliance with Section 508 of the Americans with Disabilities Act, and meet all standards the Act sets for people with visual impairments and disabilities that make usability a concern. The MCO web site must follow all written marketing guidelines included in this Section.	Met LA Marketing Plan, page 8	LA Marketing Plan.pdf		Page 8
12.10.6	Use of proprietary items that would require a specific browser is not allowed.	Met Addressed in LA Marketing Plan, page 8	LA Marketing Plan.pdf		Page 8
12.10.7	The MCO must provide the following information on its website, and such	Met This requirement is addressed	LA Marketing Plan.pdf		Page 8

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	information shall be easy to find, navigate, and understand by all members:	on page 8 of the Marketing Plan under Section 6 'Website'.			
12.10.7.1	The most recent version of the Member Handbook;	Met Addressed in LA Marketing Plan, page 8	LA Marketing Plan.pdf		Page 8
12.10.7.2	Telephone contact information, including a toll-free customer service number prominently displayed and a Telecommunications Device for the Deaf (TDD) number;	Met Addressed in LA Marketing Plan, page 8	LA Marketing Plan.pdf		Page 8
12.10.7.3	A searchable list of network providers with a designation of open versus closed panels, shall be updated in real time, upon changes to the network;	Met Addressed in LA Marketing Plan, page 8	LA Marketing Plan.pdf		Page 8
12.10.7.4	The link to the Enrollment Broker's website (www.bayouhealth.com) and toll free number (1-855-BAYOU-4U, 1-855-229-6848) for questions about enrollment	Met Addressed in LA Marketing Plan, page 8	LA Marketing Plan.pdf		Page 8
12.10.7.5	The link to the Medicaid website (www.medicaid.dhh.louisiana.gov) and the toll free number (888-342-6207) for questions about Medicaid eligibility;	Met Addressed in LA Marketing Plan, page 8	LA Marketing Plan.pdf		Page 8
12.10.7.6	A section for the MCO's providers that includes contact information, claims submittal information, prior authorization instructions, and a toll-free telephone number;	Met Addressed in LA Marketing Plan, page 8	LA Marketing Plan.pdf		Page 8
12.10.7.7	General customer service information; and	Met Addressed in LA Marketing Plan, page 8	LA Marketing Plan.pdf		Page 8
12.10.7.8	Information on how to file grievances and appeals.	Met Addressed in LA Marketing Plan, page 8	LA Marketing Plan.pdf		Page 8