

Contract RFP Reference	Contract Requirement Language	Reviewer 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 standard is addressed in Amerigroup Louisiana 2015 Marketing Plan document.	Amerigroup Louisiana 2015 Marketing Plan	All Sections	Pages 1 - 38
12.2.2	The MCO shall not begin member education activities prior to the approval of the marketing and member education plan.	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan document; page 2.	Amerigroup Louisiana 2015 Marketing Plan	Introduction	Page 2
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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; page 10.	Amerigroup Louisiana 2015 Marketing Plan	Section 5.4.15	Page 10
12.2.3.1	Stated marketing and member education goals and strategies;	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; page 2.	Amerigroup Louisiana 2015 Marketing Plan	Section 1.1, 2.1,	Page 2
12.2.3.2	A marketing and member education calendar, which begins with the date of the signed 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.)	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 6-7, and the Marketing Plan Appendix A-Media Plan 2015 schedule, and and Example PM109 Report – Weekly and Monthly Calendar Submission support marketing plan.	Amerigroup Louisiana 2015 Marketing Plan Marketing Plan Appendix A – Media Plan Example PM109 Report – Weekly and Monthly Calendar Submission	Sections: 5.4 Appendix A – Media Plan	Pages 6-7
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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 13 & 14.	Amerigroup Louisiana 2015 Marketing Plan	Section 7	Page 13

Contract RFP Reference	Contract Requirement Language	Reviewer Determination	MCO Documentation Title(s)	MCO Policy/Procedure / Document Section(s)/ Number(s)	MCO Page Number(s)
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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 3-4, and the Marketing Plan Appendix A-Media Plan 2015 schedule.	Amerigroup Louisiana 2015 Marketing Plan Marketing Plan Appendix A – Media Plan	Sections 4.2 Appendix A – Media Plan	Pages 3-4 Page 15
12.2.3.5	The MCO's plans for new member outreach, including welcome packets and welcome call;	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 11 & 12.	Amerigroup Louisiana 2015 Marketing Plan	Sections 6.3	Pages 11-12
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 smartphones; • 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. 	Met This standard is addressed Amerigroup in the Louisiana 2015 Marketing Plan; pages 12, 8-9, 14. The hyperlink https://www.myamerigroup.com/la/pages/welcome.aspx goes to webpage where there is a link that takes you to information about free mobile apps for smart phones.. Web Traffic Report shows evidence of reporting and analytics by reporting myamerigroup.com/la site usage measuring mobile site traffic, pages accessed such as Find A Doctor, Plans & Benefits, Member ID Cards, Health & Wellness, How to Choose, Contact, Community Resources, Newsletters and More. Measures Member Registration, how visitors found site, Features Utilized. Report also measures mobile phones vs. tablet access and Apple vs. Android access.	Amerigroup Louisiana 2015 Marketing Plan Web Traffic Report, Louisiana Member 2014	Section 6.4.2; Section 5.4.13 Section 5.4.13.3 Section 7.1.6 (Warm Health is mobile text program for pregnant women – outreach to patients), 7.1.17 and 7.1.19 (VABs)	Page 12 Page 8-9 Page 8 Page 14

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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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; page 13.	Amerigroup Louisiana 2015 Marketing Plan	Sections 6.5	Page 13
12.2.3.8	A list of all subcontractors engaged in marketing or member education activities for the MCO;	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; page 31, Appendix F.	Amerigroup Louisiana 2015 Marketing Plan	Appendix F	Page 30
12.2.3.9	A copy of the MCO training curriculum for marketing representatives (both internal and subcontractor);	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 25-27, Appendix D, as well as the 2014 Marketing integrity Program Refresher Training, the 2014 MIP New Hire Training.	Amerigroup Louisiana 2015 Marketing Plan 2014 Marketing integrity Program Refresher Training 2014 MIP New Hire Training	Appendix D	Page 25
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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; page 11.	Amerigroup Louisiana 2015 Marketing Plan	Sections 5.4.16	Page 11
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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 16-23.	Amerigroup Louisiana 2015 Marketing Plan	Appendix B	Pages 16 - 23
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.	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 16-23.	Amerigroup Louisiana 2015 Marketing Plan	Appendix B	Pages 16 - 23

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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;	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; page 6, and the PM 109 Report-Monthly Calendar template includes events, materials, and definitions.	PM109 Report – Monthly Calendar Amerigroup Louisiana 2015 Marketing Plan	PM109 Section 5.4.1	Example Report included in folder Page 6
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;	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; page 5.	Amerigroup Louisiana 2015 Marketing Plan	Sections 5.1.5	Pages 5
12.2.3.15	Details for supplying current materials to service regions as well as plans to remove outdated materials in public areas;	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 3-4.	Amerigroup Louisiana 2015 Marketing Plan	Sections 4.2	Pages 3-4
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 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). 	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 9-10.	Amerigroup Louisiana 2015 Marketing Plan	Sections: 5.4.14.1 5.4.14.2 5.4.14.3 5.4.14.4	Pages 9-10
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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; page 14.	Amerigroup Louisiana 2015 Marketing Plan	Sections 8	Page 14

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12.3	Prohibited Marketing Activities				
12.3.0	The MCO and its subcontractors are prohibited from 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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 2, 34-35.	Allowable and Prohibited Marketing Activities- LA Amerigroup Louisiana 2015 Marketing Plan	Prohibited Activities Appendix H - Prohibited Activities	Pages 2 - 3 Pages 34-35
12.3.2	Asserting that the MCO is endorsed by CMS, the federal or state government or similar entity;	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 2, 34-35.	Allowable and Prohibited Marketing Activities- LA Amerigroup Louisiana 2015 Marketing Plan	Prohibited Activities Appendix H - Prohibited Activities	Pages 2 - 3 Pages 34-35
12.3.3	Distributing plans and materials or making any statement (written or verbal) that DHH 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;	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 2, 34-35.	Allowable and Prohibited Marketing Activities- LA Amerigroup Louisiana 2015 Marketing Plan	Prohibited Activities Appendix H - Prohibited Activities	Pages 2 - 3 Pages 34-35
12.3.4	Portraying competitors or potential competitors in a negative manner;	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 2, 34-35.	Allowable and Prohibited Marketing Activities- LA Amerigroup Louisiana 2015 Marketing Plan	Prohibited Activities Appendix H - Prohibited Activities	Pages 2 - 3 Pages 34-35
12.3.5	Attaching a Medicaid application and/or enrollment form to marketing materials to any member not currently enrolled with the MCO;	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 2, 34-35.	Allowable and Prohibited Marketing Activities- LA Amerigroup Louisiana 2015 Marketing Plan	Prohibited Activities Appendix H - Prohibited Activities	Pages 2 - 3 Pages 34-35

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12.3.6	Assisting with enrollment or improperly influencing MCO selection;	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 2, 34-35.	Allowable and Prohibited Marketing Activities- LA Amerigroup Louisiana 2015 Marketing Plan	Prohibited Activities Appendix H - Prohibited Activities	Pages 2 - 3 Pages 34-35
12.3.7	Inducing or accepting a member's enrollment or disenrollment to any member not currently enrolled with the MCO;	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 2, 34-35.	Allowable and Prohibited Marketing Activities- LA Amerigroup Louisiana 2015 Marketing Plan	Prohibited Activities Appendix H - Prohibited Activities	Pages 2 - 3 Pages 34-35
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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 2, 34-35.	Allowable and Prohibited Marketing Activities- LA Amerigroup Louisiana 2015 Marketing Plan	Prohibited Activities Appendix H - Prohibited Activities	Pages 2 - 3 Pages 34-35
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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 2, 34-35.	Allowable and Prohibited Marketing Activities- LA Amerigroup Louisiana 2015 Marketing Plan	Prohibited Activities Appendix H - Prohibited Activities	Pages 2 - 3 Pages 34-35
12.3.10	Comparing their MCO to another organization/MCO by name;	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 2, 34-35.	Allowable and Prohibited Marketing Activities- LA Amerigroup Louisiana 2015 Marketing Plan	Prohibited Activities Appendix H - Prohibited Activities	Pages 2 - 3 Pages 34-35

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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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 2, 34-35.	Allowable and Prohibited Marketing Activities- LA Amerigroup Louisiana 2015 Marketing Plan	Prohibited Activities Appendix H - Prohibited Activities	Pages 2 - 3 Pages 34-35
12.3.12	Engaging in any marketing activities, including unsolicited personal contact with a potential enrollee, at an employer-sponsored enrollment event where employee participation is mandated by the employer;	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 2, 34-35.	Allowable and Prohibited Marketing Activities- LA Amerigroup Louisiana 2015 Marketing Plan	Prohibited Activities Appendix H - Prohibited Activities	Pages 2 - 3 Pages 34-35
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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 2, 34-35.	Allowable and Prohibited Marketing Activities- LA Amerigroup Louisiana 2015 Marketing Plan	Prohibited Activities Appendix H - Prohibited Activities	Pages 2 - 3 Pages 34-35
12.3.14	Conducting marketing or distributing marketing materials in hospital EDs, , including the ED waiting areas, patient rooms or treatment areas;	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 3, 36.	Allowable and Prohibited Marketing Activities- LA Amerigroup Louisiana 2015 Marketing Plan	Prohibited Activities Appendix H - Prohibited Activities	Pages 2 - 3 Pages 34-35
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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 3, 36.	Allowable and Prohibited Marketing Activities- LA Amerigroup Louisiana 2015 Marketing Plan	Prohibited Activities Appendix H - Prohibited Activities	Pages 2 - 3 Pages 34-35

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12.3.16	Purchasing or otherwise acquiring or using mailing lists of Medicaid eligibles from third party vendors, including providers and state offices;	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 3, 36.	Allowable and Prohibited Marketing Activities- LA Amerigroup Louisiana 2015 Marketing Plan	Prohibited Activities Appendix H - Prohibited Activities	Pages 2 - 3 Pages 34-35
12.3.17	Using raffle tickets or event attendance or sign-in sheets to develop mailing lists of prospective enrollees;	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 3, 36.	Allowable and Prohibited Marketing Activities- LA Amerigroup Louisiana 2015 Marketing Plan	Prohibited Activities Appendix H - Prohibited Activities	Pages 2 - 3 Pages 34-35
12.3.18	Charging members for goods or services distributed at events;	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 3, 36.	Allowable and Prohibited Marketing Activities- LA Amerigroup Louisiana 2015 Marketing Plan	Prohibited Activities Appendix H - Prohibited Activities	Pages 2 - 3 Pages 34-35
12.3.19	Charging members a fee for accessing the MCO Web site;	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 3, 36.	Allowable and Prohibited Marketing Activities- LA Amerigroup Louisiana 2015 Marketing Plan	Prohibited Activities Appendix H - Prohibited Activities	Pages 2 - 3 Pages 34-35
12.3.20	Influencing enrollment in conjunction with the sale or offering of any private insurance;	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 3, 36.	Allowable and Prohibited Marketing Activities- LA Amerigroup Louisiana 2015 Marketing Plan	Prohibited Activities Appendix H - Prohibited Activities	Pages 2 - 3 Pages 34-35

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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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 3, 36.	Allowable and Prohibited Marketing Activities- LA Amerigroup Louisiana 2015 Marketing Plan	Prohibited Activities Appendix H - Prohibited Activities	Pages 2 - 3 Pages 34-35
12.3.22	Referencing the commercial component of the MCO in any of its Medicaid MCO enrollee marketing materials, if applicable;	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 3, 36.	Allowable and Prohibited Marketing Activities- LA Amerigroup Louisiana 2015 Marketing Plan	Prohibited Activities Appendix H - Prohibited Activities	Pages 2 - 3 Pages 34-35
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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 3, 36.	Allowable and Prohibited Marketing Activities- LA Amerigroup Louisiana 2015 Marketing Plan	Prohibited Activities Appendix H - Prohibited Activities	Pages 2 - 3 Pages 34-35
12.4	Allowable Marketing Activities				
12.4.1	The MCO and its subcontractors shall be permitted to perform the following activities:	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 1, 37.	Allowable and Prohibited Marketing Activities- LA Amerigroup Louisiana 2015 Marketing Plan	Prohibited Activities Appendix I – Allowed Marketing Activities	Pages 1 - 2 Page 36

Contract RFP Reference	Contract Requirement Language	Reviewer Determination	MCO Documentation Title(s)	MCO Policy/Procedure / Document Section(s)/ Number(s)	MCO Page Number(s)
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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 1, 37.	Allowable and Prohibited Marketing Activities- LA Amerigroup Louisiana 2015 Marketing Plan	Prohibited Activities Appendix I – Allowed Marketing Activities	Pages 1 - 2 Page 36
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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 1, 37.	Allowable and Prohibited Marketing Activities- LA Amerigroup Louisiana 2015 Marketing Plan	Prohibited Activities Appendix I – Allowed Marketing Activities	Pages 1 - 2 Page 36
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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 1, 37.	Allowable and Prohibited Marketing Activities- LA Amerigroup Louisiana 2015 Marketing Plan	Prohibited Activities Appendix I – Allowed Marketing Activities	Pages 1 - 2 Page 36
12.4.1.4	Provide promotional giveaways that exceed the \$15.00 value to current members only ;	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 1, 37.	Allowable and Prohibited Marketing Activities- LA Amerigroup Louisiana 2015 Marketing Plan	Prohibited Activities Appendix I – Allowed Marketing Activities	Pages 1 - 2 Page 36
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 Submission Calendar;	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 1, 37.	Allowable and Prohibited Marketing Activities- LA Amerigroup Louisiana 2015 Marketing Plan	Prohibited Activities Appendix I – Allowed Marketing Activities	Pages 1 - 2 Page 36

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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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 1, 37.	Allowable and Prohibited Marketing Activities- LA Amerigroup Louisiana 2015 Marketing Plan	Prohibited Activities Appendix I – Allowed Marketing Activities	Pages 1 - 2 Page 36
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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 1, 37.	Allowable and Prohibited Marketing Activities- LA Amerigroup Louisiana 2015 Marketing Plan	Prohibited Activities Appendix I – Allowed Marketing Activities	Pages 1 - 2 Page 36
12.4.1.8	Send plan-specific materials to potential members at the potential member's request	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 1, 37.	Allowable and Prohibited Marketing Activities- LA Amerigroup Louisiana 2015 Marketing Plan	Prohibited Activities Appendix I – Allowed Marketing Activities	Pages 1 - 2 Page 36
12.4.2	In any instance where a MCO allowable activity conflicts with a prohibited activity, the prohibited activity guidance shall be followed.	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 1, 37.	Allowable and Prohibited Marketing Activities- LA Amerigroup Louisiana 2015 Marketing Plan	Prohibited Activities Appendix I – Allowed Marketing Activities	Pages 1 - 2 Page 36
12.5	Marketing and Member Education Materials Approval Process				

Contract RFP Reference	Contract Requirement Language	Reviewer Determination	MCO Documentation Title(s)	MCO Policy/Procedure / Document Section(s)/ Number(s)	MCO Page Number(s)
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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; page 2, and P&P Advertising LA; page 1.	Amerigroup Louisiana 2015 Marketing Plan P&P Advertising LA	Introduction Section 4.1.2 Procedures # 3	Page 2 Page 3 Page 1 of 3
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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; page 3.	Amerigroup Louisiana 2015 Marketing Plan	Section 4.1.3	Pages 3
12.5.2.1	Materials submitted as part of the original marketing and member education plan will be considered approved with the approval of the plan if the materials were in final draft form.	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; page 3.	Amerigroup Louisiana 2015 Marketing Plan	Appendix B	Pages 16 - 23
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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; page 3.	Amerigroup Louisiana 2015 Marketing Plan	Section 4.1.4	Page 3
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;				

Contract RFP Reference	Contract Requirement Language	Reviewer Determination	MCO Documentation Title(s)	MCO Policy/Procedure / Document Section(s)/ Number(s)	MCO Page Number(s)
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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; page 3.	Amerigroup Louisiana 2015 Marketing Plan	Section 4.1.5	Page 3
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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; page 3.	Amerigroup Louisiana 2015 Marketing Plan	Section 4.1.6	Pages 3
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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; page 3.	Amerigroup Louisiana 2015 Marketing Plan	Section 4.1.8	Pages 3
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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; page 3-4.	Amerigroup Louisiana 2015 Marketing Plan	Section 4.2	Pages 3-4
12.6	Events and Activities Approval Process				

Contract RFP Reference	Contract Requirement Language	Reviewer Determination	MCO Documentation Title(s)	MCO Policy/Procedure / Document Section(s)/ Number(s)	MCO Page Number(s)
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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; page 6, the P/P Community Events Educational Events Health Fairs and Plan Presentations; page 1, and the Weekly and Monthly Calendar Submission document.	Amerigroup Louisiana 2015 Marketing Plan P/P Community Events Educational Events Health Fairs and Plan Presentations Example PM109 Report – Weekly and Monthly Calendar Submission	Section 5.4.1.1 Procedures 2-A Report PM 109	Page 6 Pages 1 of 3 Full Report
12.6.2	The MCO must obtain prior written approval from DHH for any activities that include sponsorships.	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 6-7, the P/P Community Events Educational Events Health Fairs and Plan Presentations; page 1, and the Weekly and Monthly Calendar Submission document.	Amerigroup Louisiana 2015 Marketing Plan P/P Community Events Educational Events Health Fairs and Plan Presentations Example PM109 Report – Weekly and Monthly Calendar Submission	Section 5.4 Procedures 2-A PM109	Pages 6 - 7 Pages 1 of 3 PM109 Report
12.6.3	The MCO must obtain prior written approval from DHH for any press or media events or activities.	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 6-7, the P/P Community Events Educational Events Health Fairs and Plan Presentations; page 1, and the Weekly and Monthly Calendar Submission document.	Amerigroup Louisiana 2015 Marketing Plan P/P Community Events Educational Events Health Fairs and Plan Presentations Example PM109 Report – Weekly and Monthly Calendar Submission P&P Advertising LA	Section 5.2.4 Procedures 2A(a) PM109	Pages 6 - 7 Pages 1 of 3 PM109 Report
12.6.4	All proposed events and activities, including proposed sponsorships, must be submitted to DHH using Event Submission Calendar. (See Appendix X)	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 2 & 6, the P/P Community Events Educational Events Health Fairs and Plan Presentations; pages 1-2, and the Weekly and Monthly Calendar Submission document.	Amerigroup Louisiana 2015 Marketing Plan P/P Community Events Educational Events Health Fairs and Plan Presentations	Introduction Section 5.4 Procedures 2A(c) PM109 Report	Page 2 Page 6 Pages 1- 2 of 3 PM109 Report

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			Example PM109 Report – Weekly and Monthly Calendar Submission		
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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 6, and the P/P Community Events Educational Events Health Fairs and Plan Presentations; pages 1-2.	Amerigroup Louisiana 2015 Marketing Plan P/P Community Events Educational Events Health Fairs and Plan Presentations Draft	Section 5.4 Procedures 2A	Pages 6 Pages 1-2 of 3
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 or activity, the MCO may request an expedited approval. DHH reserves the right to deny such requests.	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 6, and the P/P Community Events Educational Events Health Fairs and Plan Presentations; pages 1-2.	Amerigroup Louisiana 2015 Marketing Plan P/P Community Events Educational Events Health Fairs and Plan Presentations	Sections 5.4.1.3 Procedures 2A(a-c)	Page 6 Pages 1-2 of 3
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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 6, and the P/P Community Events Educational Events Health Fairs and Plan Presentations; pages 2.	Amerigroup Louisiana 2015 Marketing Plan P/P Community Events Educational Events Health Fairs and Plan Presentations	Section 5.4.1.4 Procedures 2A (b)	Page 6 Page 2 of 3
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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 6, and the P/P Community Events Educational Events Health Fairs and Plan Presentations; pages 2.	Amerigroup Louisiana 2015 Marketing Plan P/P Community Events Educational Events Health Fairs and Plan Presentations Draft	Section 5.4.1.5 Procedures 2A (c)	Page 6 Pages 2

Contract RFP Reference	Contract Requirement Language	Reviewer Determination	MCO Documentation Title(s)	MCO Policy/Procedure / Document Section(s)/ Number(s)	MCO Page Number(s)
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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 4, 38, and the Provider Marketing Consent Form.	Amerigroup Louisiana 2015 Marketing Plan Example Provider Marketing Consent Form Allowable and Prohibited Marketing Activities- LA	Section 4.2 Appendix J: Provider Marketing Guidelines Example Provider Marketing Form Provider Marketing Guidelines – 1 st bullet	Page 4 Page 37 Page 2 Page 1
12.7.2	The MCO may not require its providers to distribute MCO-prepared communications to their patients.	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 4, 38.	Amerigroup Louisiana 2015 Marketing Plan Allowable and Prohibited Marketing Activities- LA	Section 4.2 Appendix J: Provider Marketing Guidelines Provider Marketing Guidelines – 2nd bullet	Pages 3- 4 Page 37 Page 1
12.7.3	The MCO may not provide incentives or giveaways to providers to distribute them to MCO members or potential MCO members.	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 4 and 38 Appendix J Provider Marketing Guidelines	Amerigroup Louisiana 2015 Marketing Plan Allowable and Prohibited Marketing Activities- LA	Section 4.2 Appendix J: Provider Marketing Guidelines Provider Marketing Guidelines – 3rd bullet	Pages 3- 4 Page 37 Page 1
12.7.4	The MCO may not conduct member education or distribute member education materials in provider offices.	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 4, 38.	Amerigroup Louisiana 2015 Marketing Plan Allowable and Prohibited Marketing Activities- LA	Section 4.2 Appendix J: Provider Marketing Guidelines Provider Marketing Guidelines –4th bullet	Pages 3- 4 Page 37 Page 1

Contract RFP Reference	Contract Requirement Language	Reviewer Determination	MCO Documentation Title(s)	MCO Policy/Procedure / Document Section(s)/ Number(s)	MCO Page Number(s)
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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 4, 38.	Amerigroup Louisiana 2015 Marketing Plan Allowable and Prohibited Marketing Activities- LA	Section 4.2 Appendix J: Provider Marketing Guidelines Provider Marketing Guidelines – 5th bullet	Pages 3- 4 Page 37 Page 1
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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 4, 38.	Amerigroup Louisiana 2015 Marketing Plan Allowable and Prohibited Marketing Activities- LA	Section 4.2 Appendix J: Provider Marketing Guidelines Provider Marketing Guidelines – 6th bullet	Pages 3- 4 Page 37 Page 1
12.7.7	The MCO shall instruct participating providers regarding the following communication requirements:	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 4, 38.	Amerigroup Louisiana 2015 Marketing Plan Allowable and Prohibited Marketing Activities- LA	Section 4.2 Appendix J: Provider Marketing Guidelines Provider Marketing Guidelines – 7th bullet	Pages 3- 4 Page 37 Pages 1-2
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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 4, 38.	Amerigroup Louisiana 2015 Marketing Plan Allowable and Prohibited Marketing Activities- LA	Section 4.2 Appendix J: Provider Marketing Guidelines Provider Marketing Guidelines – 7th bullet – 1 st sub bullet	Pages 3- 4 Page 37 Page 2

Contract RFP Reference	Contract Requirement Language	Reviewer Determination	MCO Documentation Title(s)	MCO Policy/Procedure / Document Section(s)/ Number(s)	MCO Page Number(s)
12.7.7.2	<p>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:</p> <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 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. 	<p>Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 4, 38.</p>	<p>Amerigroup Louisiana 2015 Marketing Plan</p> <p>Allowable and Prohibited Marketing Activities- LA</p>	<p>Section 4.2 Appendix J: Provider Marketing Guidelines</p> <p>Provider Marketing Guidelines – 7th bullet – 2nd sub bullet and following bullets</p>	<p>Pages 3- 4 Page 37</p> <p>Page 2</p>
12.7.7.3	<p>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.</p>	<p>Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 4, 38.</p>	<p>Amerigroup Louisiana 2015 Marketing Plan</p> <p>Allowable and Prohibited Marketing Activities- LA</p>	<p>Section 4.2 Appendix J: Provider Marketing Guidelines</p> <p>Provider Marketing Guidelines 1st bullet on this page</p>	<p>Pages 3- 4 Page 37</p> <p>Page 2</p>
12.7.7.4	<p>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.</p>	<p>Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 4, 38.</p>	<p>Amerigroup Louisiana 2015 Marketing Plan</p> <p>Allowable and Prohibited Marketing Activities- LA</p>	<p>Section 4.2 Appendix J: Provider Marketing Guidelines</p> <p>Provider Marketing Guidelines 2nd bullet on this page</p>	<p>Pages 3- 4 Page 37</p> <p>Page 2</p>
12.7.7.5	<p>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."</p>	<p>Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 4, 38.</p>	<p>Amerigroup Louisiana 2015 Marketing Plan</p>	<p>Section 4.2 Appendix J: Provider Marketing Guidelines</p> <p>Provider Marketing</p>	<p>Pages 3- 4 Page 37</p> <p>Page 2</p>

Contract RFP Reference	Contract Requirement Language	Reviewer Determination	MCO Documentation Title(s)	MCO Policy/Procedure / Document Section(s)/ Number(s)	MCO Page Number(s)
			Allowable and Prohibited Marketing Activities- LA	Guidelines 3rd bullet on this page	
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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; page 39.	Amerigroup Louisiana 2015 Marketing Plan Allowable and Prohibited Marketing Activities- LA	Section 4.2 Appendix J: Provider Marketing Guidelines Provider Marketing Guidelines – 4th bullet on this page	Pages 3- 4 Page 37 Page 2
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 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.	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; page 39.	Amerigroup Louisiana 2015 Marketing Plan Allowable and Prohibited Marketing Activities- LA	Section 4.2 Appendix J: Provider Marketing Guidelines Provider Marketing Guidelines – last bullet on this page	Pages 3- 4 Page 37 Page 2-3
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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; page 39.	Amerigroup Louisiana 2015 Marketing Plan Allowable and Prohibited Marketing Activities- LA	Section 4.2 Appendix J: Provider Marketing Guidelines Provider Marketing Guidelines – First bullet on this page	Pages 3- 4 Page 37 Page 3
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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; pages 5 & 11, the 2014 Marketing Integrity Program Refresher Training, the MIP New HIRE 2014 document; training modules, the Internal Quarterly Training Presentations Q1 & Q2, and the the Marketing Dos and Don't Handout.	Amerigroup Louisiana 2015 Marketing Plan 2014 Marketing Integrity Program Refresher Training MIP New Hire Training 2014	Section 5.1.3 Section 5.4.16 Text from training module Text from training	Page 5 Page 11 Full Document Full Document

Contract RFP Reference	Contract Requirement Language	Reviewer Determination	MCO Documentation Title(s)	MCO Policy/Procedure / Document Section(s)/ Number(s)	MCO Page Number(s)
			Internal Quarterly Training Presentations: <ul style="list-style-type: none"> • Q1 Marketing Training • Q2 Marketing Training • Q3 Marketing Training • Marketing Prohibited Allowable Do's Don'ts Allowable and Prohibited Marketing Activities Handout	module Full Document Full Document	Full Document Full Document
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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; page 5, the 2014 Marketing Integrity Program Refresher Training, and the MIP New HIRE 2014 document; training modules.	Amerigroup Louisiana 2015 Marketing Plan P&P Community Events Educational Events Health Fairs and Plan Presentations 2014 Marketing Integrity Program Refresher Training MIP New Hire Training 2014 Internal Quarterly Training Presentations: <ul style="list-style-type: none"> • Q1 Marketing Training • Q2 Marketing Training • Q3 Marketing Training • Marketing Prohibited Allowable Do's Don'ts 	Section 5.1.4 Section 3, I Full Document Full Document Full Document	Page 5 Page 2 Full Document Full Document Full Document

Contract RFP Reference	Contract Requirement Language	Reviewer Determination	MCO Documentation Title(s)	MCO Policy/Procedure / Document Section(s)/ Number(s)	MCO Page Number(s)
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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; page 5.	Amerigroup Louisiana 2015 Marketing Plan	Section 5.1.5	Page 5
12.8.4	Sign-on bonuses for marketing representatives are prohibited.	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; page 5.	Amerigroup Louisiana 2015 Marketing Plan	Section 5.1.5	Pages 5
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 This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; page 5.	Amerigroup Louisiana 2015 Marketing Plan	Section 5.1.5	Pages 5
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.):				

Contract RFP Reference	Contract Requirement Language	Reviewer Determination	MCO Documentation Title(s)	MCO Policy/Procedure / Document Section(s)/ Number(s)	MCO Page Number(s)
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 This standard is addressed in the P/P Development of Marketing and Member Communications; pages 6-7, and the Member Written Materials Guidelines Desktop Process – LA; page 1.	P&P Development of Marketing and Member Communications Member Written Materials Guidelines Desktop Process - LA	Louisiana Exceptions Procedures #1	Pages 6 - 7 Pages 1
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 This standard is addressed P&P Development of Marketing and Member Communications; pages 6-7, and the Member Written Materials Guidelines Desktop Process – LA; page 1.	P&P Development of Marketing and Member Communications Member Written Materials Guidelines Desktop Process - LA	LA Exceptions Procedures # 2	Pages 6- 7 Pages 2
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 This standard is addressed P&P Development of Marketing and Member Communications; pages 6-7, and the Member Written Materials Guidelines Desktop Process – LA; page 1.	P&P Development of Marketing and Member Communications LA-MHB-0012 LA Member Handbook Member Written Materials Guidelines Desktop Process - LA	LA Exceptions Opening Letter Procedures 1	Pages 6 - 7 Page 1 Page 1
12.9.4	If a person making a testimonial or endorsement for a MCO has a financial interest in the company, such fact must be disclosed in the marketing materials.	Met This standard is addressed P&P Development of Marketing and Member Communications; page 7, and the Member Written Materials Guidelines Desktop Process – LA; page 1.	P&P Development of Marketing and Member Communications Member Written Materials Guidelines Desktop Process - LA	LA Exceptions Procedures # 3	Pages 6 - 7 Pages 1

Contract RFP Reference	Contract Requirement Language	Reviewer Determination	MCO Documentation Title(s)	MCO Policy/Procedure / Document Section(s)/ Number(s)	MCO Page Number(s)
12.9.5	All written materials must be in accordance with the DHH "Person First" Policy, Appendix NN.	Met This standard is addressed P&P Development of Marketing and Member Communications; page 7, and the Member Written Materials Guidelines Desktop Process – LA; page 1.	P&P Development of Marketing and Member Communications Member Written Materials Guidelines Desktop Process – LA LA-MHB-0012 LA Member Handbook	LA Exceptions Procedures # 4 Opening Letter	Pages 6 - 7 Pages 2 Pages 1
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 Director of Marketing attestation certifies that the high quality of all printed materials across all plans to obtain the best product for the best price.			
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 This standard is addressed P&P Development of Marketing and Member Communications; page 7, and the Member Written Materials Guidelines Desktop Process – LA; page 2.	P&P Development of Marketing and Member Communications Member Written Materials Guidelines Desktop Process - LA	LA Exceptions Procedures # 5	Pages 6 - 7 Pages 2
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 Member Written Materials Guidelines Desktop Process – LA; page 2, and P/P Cultural Competency; page 3.	Member Written Materials Guidelines Desktop Process - LA LA-MHB-0012 LA Member Handbook P&P Cultural Competency	Procedures # 9 How to Get Help LA Exceptions	Pages 2 Pages 3 Pages 3
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 This standard is addressed Member Written Materials Guidelines Desktop Process – LA; pages 1-2.	Member Written Materials Guidelines Desktop Process - LA	Procedures # 6	Pages 1- 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 This standard is addressed in the Member Written Materials Guidelines Desktop Process – LA; page 3, and Cultural Competency P/P; page 3.	Member Written Materials Guidelines Desktop Process - LA LA-MHB-0012 LA Member Handbook	Procedures # 12 Throughout document	Page 2 Pages 1, 3, 50, 51

Contract RFP Reference	Contract Requirement Language	Reviewer Determination	MCO Documentation Title(s)	MCO Policy/Procedure / Document Section(s)/ Number(s)	MCO Page Number(s)
			P&P Cultural Competency	LA Exceptions	Page 3
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 This standard is addressed in the Member Written Materials Guidelines Desktop Process – LA; page 3, and Amerigroup Louisiana 2015 Marketing Plan; pages 3-4.	Member Written Materials Guidelines Desktop Process - LA Amerigroup Louisiana 2015 Marketing Plan	Procedures # 7 Section 4.2	Page 2 Page 3
12.9.12	All marketing activities should provide for equitable distribution of materials without bias toward or against any group.	Met This standard is addressed in Amerigroup Louisiana 2015 Marketing Plan; page 10.	Member Written Materials Guidelines Desktop Process - LA Amerigroup Louisiana 2015 Marketing Plan	Procedures # 4 and # 10 Section 5.4.15	Pages 1- 2 Page 10
12.9.13	Marketing materials must accurately reflect general information, which is applicable to the average potential enrollee of the MCO.	Met This standard is addressed in the Member Written Materials Guidelines Desktop Process-LA; page 2, and the Development of Marketing and Member Communications P/P; page 7.	Member Written Materials Guidelines Desktop Process - LA P&P Development of Marketing and Member Communications	Procedures # 8 LA Exceptions	Page 2 Page 7
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 This standard is addressed in the Retention and Documentation of Member Materials - LA Desktop Process; page 1.	Retention and Documentation of Member Materials - LA Desktop Process	Full Document	Full Document
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 This standard is addressed in the Amerigroup Member Website-LA P/P; page 1.The Plan also submitted a screen shot evidence of Amerigroup's web page for members and enables members to contact plan with questions. The hyperlink provided goes to webpage where there is a link that takes you to information about free mobile apps for smart phones.	P&P Amerigroup Member Website – LA Screen shot evidence JPEG – 12.10.1	Procedures – 1 st bullet Screen shot	Page 1 Screen shot

Contract RFP Reference	Contract Requirement Language	Reviewer Determination	MCO Documentation Title(s)	MCO Policy/Procedure / Document Section(s)/ Number(s)	MCO Page Number(s)
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 This standard is addressed in the Amerigroup Member Website-LA P/P; page 1, and the screen shot of Amerigroup web page for members specific to LA.	P&P Amerigroup Member Website – LA Screen shot evidence JPEG – 12.10.2	Procedures – 2 nd bullet Screen shot	Page 1 Screen shot
12.10.3	The MCO must obtain prior written approval from DHH before updating the website.	Met This standard is addressed in the Amerigroup Member Website-LA P/P; page 1.	P&P Amerigroup Member Website - LA	Procedures – 3 rd bullet	Page 1
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 This standard is addressed in the Amerigroup Member Website-LA P/P; page 1, and the screen shot of Amerigroup web page for members specific to LA, showing that	P&P Amerigroup Member Website – LA Screen shot evidence JPEG – 12.10.4	Procedures – 4 th bullet Screen shot	Page 1 Screen shot
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 This standard is addressed P/P Amerigroup Member Website-LA; page 1, and the Accessibility for PDF's posted to WellPoint's websites (508 Policy).	P&P Amerigroup Member Website – LA Screen shot evidence JPEG – 12.10.5 508 Policy	Procedures 5 th bullet Screen shot Overview	Page 1 Screen shot Page 1
12.10.6	Use of proprietary items that would require a specific browser is not allowed.	Met This standard is addressed in P/P Amerigroup Member Website-LA; page 1.	P&P Amerigroup Member Website - LA	Procedures – 6 th bullet	Page 11
12.10.7	The MCO must provide the following information on its website, and such information shall be easy to find, navigate, and understand by all members:				
12.10.7.1	The most recent version of the Member Handbook;	Met This standard is addressed in P/P Amerigroup Member Website-LA; page 1, and a screen shot evidence of the website, with a link to Member Handbook in English, Spanish, Vietnamese.	P&P Amerigroup Member Website – LA Screen shot evidence JPEG – 12.10.7.1	Procedures – 1 st bullet and following sub bullets Screen shot	Page 2 Screen shot

Contract RFP Reference	Contract Requirement Language	Reviewer Determination	MCO Documentation Title(s)	MCO Policy/Procedure / Document Section(s)/ Number(s)	MCO Page Number(s)
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 This standard is addressed in P/P Amerigroup Member Website-LA; page 1, and a screen shot evidence of the website, with a with LA specific contact information.	P&P Amerigroup Member Website – LA Screen shot evidence JPEG – 12.10.7.2	Procedures – 1 st bullet and following sub bullets Screen shot	Page 2 Screen shot
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 This standard is addressed in P/P Amerigroup Member Website-LA; page 2, and a screen shot evidence of the provider landing page, with a showing access to LA doctors, specialists, hospitals, facilities, B, and labs plus pharmacy, dentists, vision care and transportation. The plan also submitted a screen shot of a provider listing in the online directory. Review comment: MCO should include link for reviewers to access searchable provider	P&P Amerigroup Member Website – LA JPEG – 12.10.7.3 Provider Landing Page JPEG – 12.10.7.3 Provider Specific Info	Procedures – 1 st bullet and following sub bullets Screen shot Screen shot	Page 2 Screen shot Screen shot
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 This standard is addressed P/P Amerigroup Member Website-LA; page 2, and a screen shot of the web page with information and links to Enrollment Broker’s website.	P&P Amerigroup Member Website – LA Screen shot evidence JPEG – 12.10.7.4	Procedures – 1 st bullet and following sub bullets Screen shot	Page 2 Screen shot
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 This standard is addressed in P/P Amerigroup Member Website-LA; page 2, the document WEB-LA-0056-14 LA Web 2015 Contract; page 6, and the Member Handbook; page 5. Reviewer comment: Screen shot evidence JPEG – 12.10.7.5 contains the contact info for Enrollment Broker, and not Medicaid.	P&P Amerigroup Member Website – LA Screen shot evidence JPEG – 12.10.7.5 WEB-LA-0056-14 LA Web 2015 Contract Updates STATE_RESUB 12 18 14	Procedures – 1 st bullet and following sub bullets Screen shot Section: Visit www.bayouhealth.com or call 1-855-BAYOU4U (1-855-229-6848)	Page 2 Screen shot Page 6
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 This standard is addressed in P/P Amerigroup Member Website-LA; page 2. Reviewer comment:	P&P Amerigroup Member Website – LA Screen shot evidence JPEG – 12.10.7.6	Procedures – 1 st bullet and following sub bullets Screen shot	Page 2 Screen shot

Contract RFP Reference	Contract Requirement Language	Reviewer Determination	MCO Documentation Title(s)	MCO Policy/Procedure / Document Section(s)/ Number(s)	MCO Page Number(s)
		Screen shot evidence JPEG – 12.10.7.6 is for members, not providers. MCO should provide a live link or screen shot for providers to access info, as per the standard.			
12.10.7.7	General customer service information; and	Met This standard is addressed P&P Amerigroup Member Website-LA; page 2 And Screen shot evidence JPEG – 12.10.7.7	P&P Amerigroup Member Website – LA Screen shot evidence JPEG – 12.10.7.7	Procedures – 1 st bullet and following sub bullets Screen shot	Page 2 Screen shot
12.10.7.8	Information on how to file grievances and appeals.	Met This standard is addressed in P/P Amerigroup Member Website-LA; page 2, and the document WEB-LA-0056-14 LA Web 2015 Contract Updates STATE_RESUB 12 18 14; page 4.	P&P Amerigroup Member Website - LA WEB-LA-0056-14 LA Web 2015 Contract Updates STATE_RESUB 12 18 14	Procedures – 1 st bullet and following sub bullets Appeals and Grievances	Page 2 Page 4