

Contract   RFP Reference	Contract Requirement Language	Review Determination	MCO Documentation Title(s)	MCO Policy/Procedure / Document Section(s)/ Number(s)	MCO Page Number(s)
<b>12.2</b>	<b>Marketing and Member Education Plan</b>				
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 2015 Marketing and Member Education Plan; page 3.	2015 Member Education Plan.docx  2015 Member Ed Plan Submission.pdf		
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 2015 Marketing and Member Education Plan; pages 3, 7, 8.	2015 Member Education Plan.docx	Member Education and Marketing Calendar	7
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 requirement is addressed in 2015 Marketing and Member Education Plan; pages 3, 5, 83.	2015 Member Education Plan.docx	Equitable Distribution, Definitions	84, 5
12.2.3.1	Stated marketing and member education goals and strategies;	Met This requirement is addressed in 2015 Marketing and Member Education Plan; pages 3, 5.	2015 Member Education Plan.docx	Goals and Strategies	5
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 requirement is addressed in 2015 Marketing and Member Education Plan; pages 3, 7.	2015 Member Education Plan.docx	Member Education and Marketing Calendar	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 requirement is addressed in 2015 Marketing and Member Education Plan; pages 3, 90.	2015 Member Education Plan.docx	Summary of Value Add Benefits	91

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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)	<p>Met</p> <p>This requirement is addressed in 2015 Marketing and Member Education Plan; pages 3, 83; Equitable distribution, 10-89 includes Member Education Materials such as Welcome Packets, Welcome Newsletter, Provider Directory info and online link, well-child, NurseWise Hotline magnets, EPSDT brochure, Member Secure Portal Flier, Hurricane Preparedness Flier, Healthy Rewards Brochure, Pregnancy notification form, PHI form, Well-child check-up chart, Welcome Calls script, HRS, Wellness materials (i.e., B-day card reminders), Condition-specific materials such as flu prevention materials, Prenatal &amp; Post-partum care education materials, Breast, HPV, eye exams, and cervical cancer screening reminders, When I leave the hospital guide/booklet, enrollment education, Baby suite education materials, unable to reach member letter, Child fitness materials, Living with Sickle Cell Book, Teen pregnancy materials, HIV FAQs, Scholastic Books, videos, radio spots, Marketing materials, New Visual Identity for February 2015.</p>	2015 Member Education Plan.docx	Equitable Distribution, Distribution note on each material	84, 10-89
12.2.3.5	The MCO's plans for new member outreach, including welcome packets and welcome call;	<p>Met</p> <p>This requirement is addressed in 2015 Marketing and Member Education Plan; pages 3, 10.</p>	2015 Member Education Plan.docx	Welcome Packets	10
12.2.3.6	<p>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:</p> <ul style="list-style-type: none"> <li>• Native mobile applications and/or mobile-friendly content that is accessible across a broad range of smartphones;</li> <li>• Consumer-friendly, engaging content that helps keep patients on track with key health appointments and screenings;</li> <li>• Tools to help stratify users by risk profile and direct the higher risk</li> </ul>	<p>Met</p> <p>Addressed in 2015 Marketing and Member Education Plan; pages 3 &amp; 91-92</p>	2015 Member Education Plan.docx	Patient Engagement Tools	92

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	users to State-based or plan-based resources; <ul style="list-style-type: none"> <li>• Outreach support to educate patients about the mobile tools; and</li> <li>• Reporting and analytics to help the State measure the effectiveness of the smartphone-based support program.</li> </ul>				
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 requirement is addressed in 2015 Marketing and Member Education Plan; pages 3, 4, 93.	2015 Member Education Plan.docx	Meeting Informational Needs for Physical and Cultural Diversity	94
12.2.3.8	A list of all subcontractors engaged in marketing or member education activities for the MCO;	Met This requirement is addressed in 2015 Marketing and Member Education Plan; pages 4, 94.	2015 Member Education Plan.docx	Subcontractors	95
12.2.3.9	A copy of the MCO training curriculum for marketing representatives (both internal and subcontractor);	Met This requirement is addressed in 2015 Marketing and Member Education Plan; page 4. Also found on pages 95-96 marketing rep compliance procedures, pages 102-139; Appendix A: Marketing Representative Training Presentation.	2015 Member Education Plan.docx	Marketing Representative Training Presentation, Marketing Training Curriculum, Subcontractors	102, 97, 95
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 requirement is addressed in 2015 Marketing and Member Education Plan; page 4 and pages 95-96 compliance procedures.	2015 Member Education Plan.docx	Compliance Procedures	96
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 requirement is addressed in 2015 Marketing and Member Education Plan; page 4, 10-89.	2015 Member Education Plan.docx	Member Education Materials, Marketing Materials	10, 84

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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 requirement is addressed in 2015 Marketing and Member Education Plan; page 4, pages 10-89.	2015 Member Education Plan.docx	Member Education Materials, Marketing Materials	10, 84
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 requirement is addressed in 2015 Marketing and Member Education Plan; pages 4, 7-9.	2015 Member Education Plan.docx	Member Education and Marketing Calendar, Activities and Events	7, 9
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 requirement is addressed in 2015 Marketing and Member Education Plan; pages 4, 97.	2015 Member Education Plan.docx	Marketing Employee Compensation	99
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 requirement is addressed in 2015 Marketing and Member Education Plan; pages 4, 98.	2015 Member Education Plan.docx	Distribution and Removal of Materials	100
12.2.3.16	<p>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:</p> <ul style="list-style-type: none"> <li>• Circumstances that will initiate referral to the Enrollment Broker;</li> <li>• Circumstances that will initiate referral to the Medicaid Customer Service Line (toll free #1-888-342-6207);</li> <li>• Circumstances that will terminate the encounter; and</li> <li>• 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).</li> </ul>	Met This requirement is addressed in 2015 Marketing and Member Education Plan; pages 4, 98.	2015 Member Education Plan.docx	Unsolicited Direct Contact Protocol	100

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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 requirement is addressed in 2015 Marketing and Member Education Plan; pages 4 & 100.	2015 Member Education Plan.docx	Plan Updates	101
<b>12.3</b>					
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 This requirement is addressed in LA MRKT 03 Prohibited Marketing Activities; page 1.	LA.MRKT.03.Prohibited Marketing Activities.docx	12.3.1	
12.3.2	Asserting that the MCO is endorsed by CMS, the federal or state government or similar entity;	Met This requirement is addressed in LA MRKT 03 Prohibited Marketing Activities; page 1.	LA.MRKT.03.Prohibited Marketing Activities.docx	12.3.2	1
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 requirement is addressed in LA MRKT 03 Prohibited Marketing Activities; page 1.	LA.MRKT.03.Prohibited Marketing Activities.docx	12.3.3	1
12.3.4	Portraying competitors or potential competitors in a negative manner;	Met This requirement is addressed in LA MRKT 03 Prohibited Marketing Activities; page 1.	LA.MRKT.03.Prohibited Marketing Activities.docx	12.3.4	1
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 requirement is addressed in LA MRKT 03 Prohibited Marketing Activities; page 1.	LA.MRKT.03.Prohibited Marketing Activities.docx	12.3.5	1
12.3.6	Assisting with enrollment or improperly influencing MCO selection;	Met This requirement is addressed in LA MRKT 03 Prohibited Marketing Activities; page 1.	LA.MRKT.03.Prohibited Marketing Activities.docx	12.3.6	1

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12.3.7	Inducing or accepting a member's enrollment or disenrollment to any member not currently enrolled with the MCO;	Met This requirement is addressed in LA MRKT 03 Prohibited Marketing Activities; page 1.	LA.MRKT.03.Prohibited Marketing Activities.docx	12.3.7	1
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 requirement is addressed in LA MRKT 03 Prohibited Marketing Activities; page 1.	LA.MRKT.03.Prohibited Marketing Activities.docx	12.3.8	2
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 requirement is addressed in LA MRKT 03 Prohibited Marketing Activities; page 2.	LA.MRKT.03.Prohibited Marketing Activities.docx	12.3.9	2
12.3.10	Comparing their MCO to another organization/MCO by name;	Met This requirement is addressed in LA MRKT 03 Prohibited Marketing Activities; page 2.	LA.MRKT.03.Prohibited Marketing Activities.docx	12.3.10	2
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 requirement is addressed in LA MRKT 03 Prohibited Marketing Activities; page 2.	LA.MRKT.03.Prohibited Marketing Activities.docx	12.3.11	2
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 requirement is addressed in LA MRKT 03 Prohibited Marketing Activities; page 2.	LA.MRKT.03.Prohibited Marketing Activities.docx	12.3.12	2
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 requirement is addressed in LA MRKT 03 Prohibited Marketing Activities; page 2.	LA.MRKT.03.Prohibited Marketing Activities.docx	12.3.13	2

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12.3.14	Conducting marketing or distributing marketing materials in hospital EDs, , including the ED waiting areas, patient rooms or treatment areas;	Met This requirement is addressed in LA MRKT 03 Prohibited Marketing Activities; page 2.	LA.MRKT.03.Prohibited Marketing Activities.docx	12.3.14	2
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 requirement is addressed in LA MRKT 03 Prohibited Marketing Activities; page 2.	LA.MRKT.03.Prohibited Marketing Activities.docx	12.3.15	2
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 requirement is addressed in LA MRKT 03 Prohibited Marketing Activities; page 2.	LA.MRKT.03.Prohibited Marketing Activities.docx	12.3.16	2
12.3.17	Using raffle tickets or event attendance or sign-in sheets to develop mailing lists of prospective enrollees;	Met This requirement is addressed in LA MRKT 03 Prohibited Marketing Activities; page 2.	LA.MRKT.03.Prohibited Marketing Activities.docx	12.3.17	2
12.3.18	Charging members for goods or services distributed at events;	Met This requirement is addressed in LA MRKT 03 Prohibited Marketing Activities; page 3.	LA.MRKT.03.Prohibited Marketing Activities.docx	12.3.18	3
12.3.19	Charging members a fee for accessing the MCO Web site;	Met This requirement is addressed in LA MRKT 03 Prohibited Marketing Activities; page 3.	LA.MRKT.03.Prohibited Marketing Activities.docx	12.3.19	3
12.3.20	Influencing enrollment in conjunction with the sale or offering of any private insurance;	Met This requirement is addressed in LA MRKT 03 Prohibited Marketing Activities; page 3.	LA.MRKT.03.Prohibited Marketing Activities.docx	12.3.20	3
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 requirement is addressed in LA MRKT 03 Prohibited Marketing Activities; page 3.	LA.MRKT.03.Prohibited Marketing Activities.docx	12.3.21	3
12.3.22	Referencing the commercial component of the MCO in any of its Medicaid MCO enrollee marketing materials, if applicable;	Met This requirement is addressed in LA MRKT 03 Prohibited Marketing Activities; page 3.	LA.MRKT.03.Prohibited Marketing Activities.docx	12.3.22	3
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 requirement is addressed in LA MRKT 03 Prohibited Marketing Activities; page 3.	LA.MRKT.03.Prohibited Marketing Activities.docx	12.3.23	3
<b>12.4</b>	<b>Allowable Marketing Activities</b>				
12.4.1	The MCO and its subcontractors shall be permitted to perform the following activities:				

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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 requirement is addressed in LA MRKT 04 Allowable Marketing Activities; page 1.	LA.MRKT.04 Allowable Marketing Activities.docx	12.4.1.1	1
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 requirement is addressed in LA MRKT 04 Allowable Marketing Activities; page 1.	LA.MRKT.04 Allowable Marketing Activities.docx	12.4.1.2	1
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 requirement is addressed in LA MRKT 04 Allowable Marketing Activities; page 1.	LA.MRKT.04 Allowable Marketing Activities.docx	12.4.1.3	1
12.4.1.4	Provide promotional giveaways that exceed the \$15.00 value to current members only ;	Met This requirement is addressed in LA MRKT 04 Allowable Marketing Activities; page 1.	LA.MRKT.04 Allowable Marketing Activities.docx	12.4.1.4	1
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 requirement is addressed in LA MRKT 04 Allowable Marketing Activities; page 1.	LA.MRKT.04 Allowable Marketing Activities.docx	12.4.1.5	1
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 requirement is addressed in LA MRKT 04 Allowable Marketing Activities; page 1.	LA.MRKT.04 Allowable Marketing Activities.docx	12.4.1.6	1
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 requirement is addressed in LA MRKT 04 Allowable Marketing Activities; page 1.	LA.MRKT.04 Allowable Marketing Activities.docx	12.4.1.7	1



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12.4.1.8	Send plan-specific materials to potential members at the potential member's request	Met This requirement is addressed in LA MRKT 04 Allowable Marketing Activities; page 2.	LA.MRKT.04 Allowable Marketing Activities.docx	12.4.1.8	2
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 requirement is addressed in LA MRKT 04 Allowable Marketing Activities; page 2.	LA.MRKT.04 Allowable Marketing Activities.docx	12.4.2	2
<b>12.5</b>	<b>Marketing and Member Education Materials Approval Process</b>				
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 requirement is addressed in LA MRKT 05 Materials Approval Process; page 1.	LA.MRKT.05 Materials Approval Process.docx	12.5.1	1
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 requirement is addressed in LA MRKT 05 Materials Approval Process; page 1.	LA.MRKT.05 Materials Approval Process.docx	12.5.2	1
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 requirement is addressed in LA MRKT 05 Materials Approval Process; page 1.	LA.MRKT.05 Materials Approval Process.docx	12.5.2.1	1

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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 requirement is addressed in LA MRKT 05 Materials Approval Process; page 1.	LA.MRKT.05 Materials Approval Process.docx	12.5.3	1
12.5.4	<b>Review Process for Materials</b>				
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 This requirement is addressed in LA MRKT 05 Materials Approval Process; pages 1-2.	LA.MRKT.05 Materials Approval Process.docx	12.5.4.2	1
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 requirement is addressed in LA MRKT 05 Materials Approval Process; page 2.	LA.MRKT.05 Materials Approval Process.docx	12.5.4.3	2
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 requirement is addressed in LA MRKT 05 Materials Approval Process; page 2.	LA.MRKT.05 Materials Approval Process.docx	12.5.4.5	2

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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 This requirement is addressed in LA MRKT 05 Materials Approval Process; page 2.	LA.MRKT.05 Materials Approval Process.docx	12.5.4.6	2
<b>12.6</b>	<b>Events and Activities Approval Process</b>				
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 requirement is addressed in LA MRKT 06 Events and Activities Approval Process; page 1.	LA.MRKT.06 Events and Activities Approval Process.docx	12.6.1	1
12.6.2	The MCO must obtain prior written approval from DHH for any activities that include sponsorships.	Met This requirement is addressed in LA MRKT 06 Events and Activities Approval Process; page 1.	LA.MRKT.06 Events and Activities Approval Process.docx	12.6.2	1
12.6.3	The MCO must obtain prior written approval from DHH for any press or media events or activities.	Met This requirement is addressed in LA MRKT 06 Events and Activities Approval Process; page 1.	LA.MRKT.06 Events and Activities Approval Process.docx	12.6.3	1
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 requirement is addressed in LA MRKT 06 Events and Activities Approval Process; page 1.	LA.MRKT.06 Events and Activities Approval Process.docx	12.6.4	1
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 requirement is addressed in LA MRKT 06 Events and Activities Approval Process; page 1.	LA.MRKT.06 Events and Activities Approval Process.docx	12.6.4.1	1
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.				

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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 requirement is addressed in LA MRKT 06 Events and Activities Approval Process; page 1.	LA.MRKT.06 Events and Activities Approval Process.docx	12.6.5.2	1
12.6.5.3	DHH reserves the right to require the MCO to discontinue or modify any marketing or member education events after approval.			12.6.5.3	
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 requirement is addressed in LA MRKT 06 Events and Activities Approval Process; page 2.	LA.MRKT.06 Events and Activities Approval Process.docx	12.6.5.4	2
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 requirement is addressed in LA MRKT 06 Events and Activities Approval Process; page 2.	LA.MRKT.06 Events and Activities Approval Process.docx	12.6.5.5	2
<b>12.7</b>	<b>MCO Provider Marketing Guidelines</b>				
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 requirement is addressed in LA MRKT 07 Provider Marketing Guidelines; page 1.	LA.MRKT.07 Provider Marketing Guidelines.docx	12.7.1	1
12.7.2	The MCO may not require its providers to distribute MCO-prepared communications to their patients.	Met This requirement is addressed in LA MRKT 07 Provider Marketing Guidelines; page 1.	LA.MRKT.07 Provider Marketing Guidelines.docx	12.7.2	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 requirement is addressed in LA MRKT 07 Provider Marketing Guidelines; page 1.	LA.MRKT.07 Provider Marketing Guidelines.docx	12.7.3	1

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12.7.4	The MCO may not conduct member education or distribute member education materials in provider offices.	Met This requirement is addressed in LA MRKT 07 Provider Marketing Guidelines; page 1.	LA.MRKT.07 Provider Marketing Guidelines.docx	12.7.4	1
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 requirement is addressed in LA MRKT 07 Provider Marketing Guidelines; page 1.	LA.MRKT.07 Provider Marketing Guidelines.docx	12.7.5	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 requirement is addressed in LA MRKT 07 Provider Marketing Guidelines; page 1.	LA.MRKT.07 Provider Marketing Guidelines.docx	12.7.6	1
12.7.7	The MCO shall instruct participating providers regarding the following communication requirements:	Met This requirement is addressed in LA MRKT 07 Provider Marketing Guidelines; page 1.	LA.MRKT.07 Provider Marketing Guidelines.docx	12.7.7	1
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 requirement is addressed in LA MRKT 07 Provider Marketing Guidelines; page 1.	LA.MRKT.07 Provider Marketing Guidelines.docx	12.7.7.1	1
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"> <li>• Health education posters cannot be larger than 16" X 24";</li> <li>• Children's books, donated by MCOs, must be in common areas;</li> <li>• Materials may include the MCOs name, logo, phone number and Web site; and</li> </ul>	Met This requirement is addressed in LA MRKT 07 Provider Marketing Guidelines; page 1.	LA.MRKT.07 Provider Marketing Guidelines.docx	12.7.7.2	1

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	<ul style="list-style-type: none"> <li>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.</li> </ul>				
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 This requirement is addressed in LA MRKT 07 Provider Marketing Guidelines; page 2.	LA.MRKT.07 Provider Marketing Guidelines.docx	12.7.7.3	2
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 This requirement is addressed in LA MRKT 07 Provider Marketing Guidelines; page 2.	LA.MRKT.07 Provider Marketing Guidelines.docx	12.7.7.4	2
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 This requirement is addressed in LA MRKT 07 Provider Marketing Guidelines; page 2.	LA.MRKT.07 Provider Marketing Guidelines.docx	12.7.7.5	2
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 requirement is addressed in LA MRKT 07 Provider Marketing Guidelines; page 2.	LA.MRKT.07 Provider Marketing Guidelines.docx	12.7.7.6	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	Met This requirement is addressed in LA MRKT 07 Provider Marketing Guidelines; page 2.	LA.MRKT.07 Provider Marketing Guidelines.docx	12.7.7.7	2

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	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.				
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 requirement is addressed in LA MRKT 07 Provider Marketing Guidelines; page 2.	LA.MRKT.07 Provider Marketing Guidelines.docx	12.7.7.8	2
<b>12.8</b>	<b>MCO Marketing Representative Guidelines</b>				
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 requirement is addressed in LA MRKT 08 MCO Marketing Representative Guidelines; page 1.	LA.MRKT.08 MCO Marketing Representative Guidelines.docx  2015 Member Education Plan.docx	12.8.1  Marketing Training Curriculum, Appendix A: Marketing Representative Training Presentation	1  96, 102
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 requirement is addressed in LA MRKT 08 MCO Marketing Representative Guidelines; page 1.	LA.MRKT.08 MCO Marketing Representative Guidelines.docx  2015 Member Education Plan.docx	12.8.2  Marketing Training Curriculum, Appendix A: Marketing Representative Training Presentation	1  96, 102

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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 requirement is addressed in LA MRKT 08 MCO Marketing Representative Guidelines; page 1.	LA.MRKT.08 MCO Marketing Representative Guidelines.docx  2015 Member Education Plan.docx	12.8.3  Marketing Employee Compensation	1  97
12.8.4	Sign-on bonuses for marketing representatives are prohibited.	Met This requirement is addressed in LA MRKT 08 MCO Marketing Representative Guidelines; page 1.	LA.MRKT.08 MCO Marketing Representative Guidelines.docx  2015 Member Education Plan.docx	12.8.4  Marketing Employee Compensation	1  97
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 requirement is addressed in LA MRKT 08 MCO Marketing Representative Guidelines; page 1.	LA.MRKT.08 MCO Marketing Representative Guidelines.docx  2015 Member Education Plan.docx	12.8.5  Marketing Employee Compensation	1  97
<b>12.9</b>	<b>Written Materials Guidelines</b>				
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 This requirement is addressed in LA MRKT 08 MCO Marketing Representative Guidelines; page 1.	LA.MBRS.01 Initial_Member_Education.docx  LA.MRKT.09 Written Materials Guidelines.docx	LA.MBRS.01  12.9.0	1  1



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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 requirement is addressed in LA M MRKT 09 Written Materials Guidelines; page 1, and LA MBRS 01 Initial Member Education; page 1.	LA.MBRS.01 Initial_Member_Education.docx  LA.MRKT.09 Written Materials Guidelines.docx  2015 Member Education Plan.docx	LA.MBRS.01  12.9.1  Reading Level	1  1  93
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 requirement is addressed in LA M MRKT 09 Written Materials Guidelines; page 1, and LA MBRS 01 Initial Member Education; page 1.	LA.MBRS.01 Initial_Member_Education.docx  LA.MRKT.09 Written Materials Guidelines.docx	LA.MBRS.01  12.9.2	1  1
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 requirement is addressed in LA M MRKT 09 Written Materials Guidelines; page 1, and LA MBRS 01 Initial Member Education; page 1.	LA.MBRS.01 Initial_Member_Education.docx  LA.MRKT.09 Written Materials Guidelines.docx  Member_Handbook.docx	LA.MBRS.01  12.9.3  Readability Statistics (Flesch-Kincaid Grade Level)	1  76
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 requirement is addressed in LA M MRKT 09 Written Materials Guidelines; page 1	LA.MRKT.09 Written Materials Guidelines.docx	12.9.4	1
12.9.5	All written materials must be in accordance with the DHH “Person First” Policy, Appendix NN.	Met This requirement is addressed in LA M MRKT 09 Written Materials Guidelines; page 1.	LA.MRKT.09 Written Materials Guidelines.docx	12.9.5	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	Met This requirement is addressed in LA M MRKT 09 Written Materials Guidelines; page 1.	LA.MRKT.09 Written Materials Guidelines.docx	12.9.6	1

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	MCO's commercial plans if applicable.				
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 requirement is addressed in LA M MRKT 09 Written Materials Guidelines; page 2.	LA.MRKT.09 Written Materials Guidelines.docx	12.9.7	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 This requirement is addressed in LA M MRKT 09 Written Materials Guidelines; page 2.	LA.MRKT.09 Written Materials Guidelines.docx	12.9.8	2
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 requirement is addressed in LA M MRKT 09 Written Materials Guidelines; page 2.	LA.MRKT.09 Written Materials Guidelines.docx	12.9.9	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 requirement is addressed in LA M MRKT 09 Written Materials Guidelines; page 2.	LA.MRKT.09 Written Materials Guidelines.docx	12.9.10	2
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 requirement is addressed in LA M MRKT 09 Written Materials Guidelines; page 2.	LA.MRKT.09 Written Materials Guidelines.docx	12.9.11	2
12.9.12	All marketing activities should provide for equitable distribution of materials without bias toward or against any group.	Met This requirement is addressed in LA M MRKT 09 Written Materials Guidelines; page 2.	LA.MRKT.09 Written Materials Guidelines.docx	12.9.12	2
12.9.13	Marketing materials must accurately reflect general information, which is applicable to the average potential enrollee of the MCO.	Met This requirement is addressed in LA M MRKT 09 Written Materials Guidelines; page 2.	LA.MRKT.09 Written Materials Guidelines.docx	12.9.13	2
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 requirement is addressed in LA M MRKT 09 Written Materials Guidelines; page 2.	LA.MRKT.09 Written Materials Guidelines.docx	12.9.14 12.9.14.1 12.9.14.2 12.9.14.3	2

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<b>12.10</b>	<b>MCO Website Guidelines</b>				
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 requirement is addressed in LA MRKT 10 Website Guidelines; page 1.  Reviewer accessed links to the member portal and web page where members can leave questions/comments and receive a response.	LA.MRKT.10 Website Guidelines.docx  <a href="http://www.louisianahealthconnect.com/for-members">http://www.louisianahealthconnect.com/for-members</a> (Members section)  <a href="http://www.louisianahealthconnect.com/contact-us/">http://www.louisianahealthconnect.com/contact-us/</a> (bi-directional communication)	12.10.1	1
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 requirement is addressed in LA MRKT 10 Website Guidelines; page 1.  Reviewer accessed link to website where members may access information regarding the plan and the LA Medicaid program.	LA.MRKT.10 Website Guidelines.docx  <a href="http://www.louisianahealthconnect.com/about-us/about-ccns">http://www.louisianahealthconnect.com/about-us/about-ccns</a>	12.10.2	1
12.10.3	The MCO must obtain prior written approval from DHH before updating the website.	Met This requirement is addressed in LA MRKT 10 Website Guidelines; page 2.	LA.MRKT.10 Website Guidelines.docx	12.10.3	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 requirement is addressed in LA MRKT 10 Website Guidelines; page 2.	LA.MRKT.10 Website Guidelines.docx	12.10.4	1
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 requirement is addressed in LA MRKT 10 Website Guidelines; page 2.	LA.MRKT.10 Website Guidelines.docx	12.10.5	1
12.10.6	Use of proprietary items that would require a specific browser is not allowed.	Met This requirement is addressed in LA MRKT 10 Website Guidelines; page 2.	LA.MRKT.10 Website Guidelines.docx	12.10.6	1

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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:	Met This requirement is addressed in LA MRKT 10 Website Guidelines; page 2.	LA.MRKT.10 Website Guidelines.docx	12.10.7	1
12.10.7.1	The most recent version of the Member Handbook;	Met This requirement is addressed in LA MRKT 10 Website Guidelines; page 2.  Reviewer accessed website. Member Handbooks available in English, Spanish and, Vietnamese	LA.MRKT.10 Website Guidelines.docx <a href="http://www.louisianahealthconnect.com/for-members/member-resources/">http://www.louisianahealthconnect.com/for-members/member-resources/</a>	12.10.7.1	1
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 requirement is addressed in LA MRKT 10 Website Guidelines; page 2.  Reviewer accessed website and confirms the information is located for members to access	LA.MRKT.10 Website Guidelines.docx <a href="http://www.louisianahealthconnect.com/for-members/">http://www.louisianahealthconnect.com/for-members/</a> (sidebar in the members section)	12.10.7.2	2
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 requirement is addressed in LA MRKT 10 Website Guidelines; page 2.  Reviewer accessed website and confirms a searchable page to locate network providers accepting new patients	LA.MRKT.10 Website Guidelines.docx <a href="http://apps.louisianahealthconnect.com/findadoc/">http://apps.louisianahealthconnect.com/findadoc/</a>	12.10.7.3	2
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 requirement is addressed in LA MRKT 10 Website Guidelines; page 2.  Reviewer accessed website via link and confirms that the Enrollment Broker's website and toll free number are located on the page	LA.MRKT.10 Website Guidelines.docx <a href="http://www.louisianahealthconnect.com/for-members/members/">http://www.louisianahealthconnect.com/for-members/members/</a>	12.10.7.4	2
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 requirement is addressed in LA MRKT 10 Website Guidelines; page 2.  Reviewer accessed website via link and confirms the Medicaid eligibility toll free number is located on the page. Instead of the Medicaid website address, a link to the site is on the page.	LA.MRKT.10 Website Guidelines.docx <a href="http://www.louisianahealthconnect.com/for-members/members/">http://www.louisianahealthconnect.com/for-members/members/</a>	12.10.7.5	2

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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 requirement is addressed in LA MRKT 10 Website Guidelines; page 3.  Reviewer accessed website via link and confirms the page contains links to the standard required information	LA.MRKT.10 Website Guidelines.docx <a href="http://www.louisianahealthconnect.com/for-providers/">http://www.louisianahealthconnect.com/for-providers/</a>	12.10.7.6	2
12.10.7.7	General customer service information; and	Met This requirement is addressed in LA MRKT 10 Website Guidelines; page 3.  Reviewer accessed website via link and confirms the page contains general customer service information	LA.MRKT.10 Website Guidelines.docx <a href="http://www.louisianahealthconnect.com/contact-us/">http://www.louisianahealthconnect.com/contact-us/</a>	12.10.7.7	2
12.10.7.8	Information on how to file grievances and appeals.	Met This requirement is addressed in LA MRKT 10 Website Guidelines; page 3.  Reviewer accessed website via link and confirms the page contains how to file grievances and appeals for providers	LA.MRKT.10 Website Guidelines.docx <a href="http://www.louisianahealthconnect.com/for-providers/grievance-system/">http://www.louisianahealthconnect.com/for-providers/grievance-system/</a>	12.10.7.8	2