



**Louisiana Department of Health  
Health Plan Advisory 20-12  
April 24, 2020**

**Telehealth Marketing and Member Education**

Effective immediately, to ensure the continuity of care for members and preserve primary care provider (PCP)-member relationships, managed care organizations (MCO) must discontinue all marketing and member education that encourage members to utilize the services of telehealth companies. MCOs may continue to educate members on telehealth options with the member's existing PCP, including audio-only visits, per [Health Plan Advisory 20-6](#). In instances when the existing PCP is unavailable for a telehealth visit and another PCP is used, the MCO should ensure the member is connected back to the existing PCP for any necessary follow-up to ensure continuity of care.

Prior approvals of marketing and member education materials that solicit members to use telehealth companies submitted to [MMEReview@la.gov](mailto:MMEReview@la.gov) are hereby rescinded. Approved materials that encourage or educate members to utilize telehealth with their existing PCP are not impacted.

New telehealth marketing or enrollee materials must be submitted to [christina.wilson@la.gov](mailto:christina.wilson@la.gov) for approval prior to submission to [MMEReview@la.gov](mailto:MMEReview@la.gov). This is only applicable to telehealth and does not impact other marketing and member education material approvals.