



**Louisiana Department of Health**  
**Informational Bulletin 12-31**  
**Revised June 8, 2018**

**Healthy Louisiana Members and Plan Choice vs. Provider Steering**

All health care providers delivering services to Louisiana Medicaid and LaCHIP recipients enrolled in managed care organizations (MCO) are welcome to inform their patients of the plans they have chosen to participate with, but Louisiana Medicaid has strict prohibitions against patient steering, which all providers must observe.

Patient steering is defined in Title 50 of the Louisiana Administrative Code as unsolicited advice or mass-marketing directed at Medicaid recipients by health plans, including any of the entity's employees, affiliated providers, agents, or contractors, that is intended to influence or can reasonably be concluded to influence the Medicaid recipient to enroll in, not enroll in, or disenroll from a particular health plan(s).

The requirements below must be strictly observed by all Medicaid managed care providers.

- Providers may inform their patients of all MCO networks in which they participate, and can inform patients of the benefits, services and specialty care services offered through the MCOs in which they participate.
- **Providers are not allowed to disclose only some of the MCOs in which they participate.** Disclosure of MCO participation must be all or nothing.
- Providers can display signage, provided by the MCO, at their location indicating which MCOs are accepted there, but must include all MCOs in which they participate in this signage.
- ~~If a provider participates in only one MCO, the provider can display signage for only one MCO and can tell a patient that is the only MCO accepted by that provider.~~

Providers **MAY NOT RECOMMEND** one MCO over another MCO and **MAY NOT OFFER** patients incentives for selecting one MCO over another. Providers may allow use of office equipment (phones, computers, etc.) for member-directed enrollment or disenrollment purposes.

- ~~• Providers **MAY NOT ASSIST** a patient in the selection of a specific MCO. Additionally, patients may not use the provider's fax machine, office phone, computer, etc., to make such a selection, except as required for the completion of a Medicaid application as a function of being an enrolled Medicaid Application Center.~~
- Patients who need assistance with their MCO services should call the Member Services Hotline for the MCO in which they are enrolled, and those who wish to learn more about the different MCOs should contact the Healthy Louisiana Enrollment Broker at 1-855-229-6848 to receive assistance in making an MCO decision.
- Under **NO CIRCUMSTANCES** is a provider allowed to change a member's MCO or request an MCO reassignment on a member's behalf. Disenrollment requests must be initiated and approved by the member. Members who wish to change MCOs for cause must make this request to Medicaid themselves through the Healthy Louisiana Enrollment Broker. These prohibitions against patient steering apply to participation in the Medicaid managed care and the legacy Medicaid programs.

For pharmacies enrolled as Louisiana Medicaid providers, or contracted with any MCO's pharmacy benefit manager, the same steering prohibitions stated above apply to communications with Medicaid/Medicaid managed care patients.

**If a provider or MCO is found to have engaged in patient steering, they may be subject to sanctions such as, but not limited to, monetary penalties, loss of linked patients and/or excluded from enrollment in Medicaid/Medicaid managed care network opportunities.**