



**State of Louisiana**  
Department of Health and Hospitals  
Bureau of Health Services Financing

**MEMORANDUM**

**TO:** Prospective Louisiana Medicaid Coordinated Care Networks (CCN)

**FROM:** J. Ruth Kennedy  
Medicaid CCN Project Director

**SUBJECT:** CCN Provider Marketing Materials

**DATE:** February 18, 2011

DHH recognizes that entities may wish to develop written materials (letters, brochures) to be used in their network development activities and provider recruitment. Both the model Letter of Intent (LOI) and a list of minimum terms and conditions for any CCN subcontracts with providers are being posted at [www.MakingMedicaidBetter.com](http://www.MakingMedicaidBetter.com) today.

While DHH will neither approve nor disapprove prospective CCN's provider marketing and recruitment materials, please make certain that they are in compliance with any federal requirements in 42 CFR §438.

DHH is requesting the following:

- 1) The opportunity to review and comment on the draft of any written material that will be mailed or hand delivered to providers. Our primary focus will be on factual errors. Drafts can be e-mailed to [Ruth.Kennedy@la.gov](mailto:Ruth.Kennedy@la.gov) and you can expect a 24 hour turnaround on comments, if any.
- 2) A copy (electronic **or** hard copy) of the final materials that will be given to providers, so that we are aware of what they are getting, in the event we get questions from them. Please email electronic copies of the final versions to [Dawn.Love@la.gov](mailto:Dawn.Love@la.gov) . Hard copies can be mailed to Dawn Love, Medicaid Program Coordinator, 628 North 4<sup>th</sup> St, Baton Rouge, LA 70802.

We appreciate your interest in the CCN Program and look forward to continuing to work with you.

JRK