

Model Welcome Letter

● = Required ○ = As Needed

Required Element	Source of Requirement	MCO - Integrated	MCO - Opt-In	MCO - SBH/NEAT	MCO – SBH/ NEMT/NEAT	MCO – CSoc/ No SBH	DBPM-EPSDT	DBPM- Adult Dental
Paragraph Title (Preferred Text)								
Required Content								
Welcome to <MCE Plan Name>		●	●	●	●	●	●	●
Welcome Statement	Marketing and Member Education Companion Guide	●	●	●	●	●	●	●
Brief explanation of managed care	Marketing and Member Education Companion Guide	●	●	●	●	●	●	●
Role of the MCE	Marketing and Member Education Companion Guide	●	●	●	●	●	●	●
Benefit summary	Marketing and Member Education Companion Guide	●	●	●	●	●	●	●
Your ID Card		●	●	●	●	●	●	●
Estimated arrival of ID Card	Marketing and Member Education Companion Guide	●	●	●	●	●	●	●
Additional Information		●	●	●	●	●	●	●
What to do in an emergency		●	●	●	●	●	●	●
Explanation of services available from member services	Marketing and Member Education Companion Guide	●	●	●	●	●	●	●
Member Services (number and hours)	Marketing and Member Education Companion Guide	●	●	●	●	●	●	●
Get Help in Other Languages and Formats	Marketing and Member Education Companion Guide	●	●	●	●	●	●	●
Nurse Line (number and hours)	Marketing and Member Education Companion Guide	●	●	●	●	●		
Crisis Line (number and hours)	Marketing and Member Education Companion Guide	●	●	●	●	●		
Mobile App Information	Marketing and Member Education Companion Guide	●	●	●	●	●	●	●