

Marketing and Member Education Plan

Managed Care Entity:

Date:

Contract Period:

- I. **Marketing**
 - a. Specific goals
 - i. Marketing goal #1:
 - a. Strategy:
 - b. Strategy:
 - ii. Marketing goal #2:
 - a. Strategy:
 - b. Strategy:
 - b. Informational needs
 - c. Subcontractors
 - d. Compensation of staff involved in marketing
 - e. Material management
 - i. Annual material review
 - ii. Material supply
 - iii. Outdated materials
 - iv. Plain language and uncomplicated format
 - v. Reading level
 - vi. Tracking

- f. Marketing compliance
 - i. Monitoring of prohibited marketing
 - ii. Unsolicited direct contact
 - iii. Referral to Medicaid call center
 - iv. Termination of encounter
 - v. Distribution of materials
 - vi. Equitable sponsorship

II. Member Education

- a. Specific Goals
 - i. Member education goal #1:
 - a. Strategy:
 - b. Strategy:
 - ii. Member education goal #2:
 - a. Strategy:
 - b. Strategy:
- b. Informational needs
- c. Subcontractors
- d. Patient engagement tools
- e. Material management
 - i. Annual material review
 - ii. Plain language and uncomplicated format
 - iii. Reading level
 - iv. Tracking
- f. Member Education compliance
 - i. Annual material review
 - ii. Plain language and uncomplicated format

Attachment A – Marketing Materials

Log of current and planned materials. Please include a copy of any materials which do not have assigned LDH-IDs.

| Title | LDH-ID (if available) | Most Recent Review | Most Recent Revision | Goals and Strategies |
|--|--------------------------|-----------------------|-------------------------|----------------------|
| <i>Example: Open Enrollment Billboard (concept draft attached)</i> | | | | <i>1.c.iii.2</i> |
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Attachment B – Training Curriculum

Attachment C – Member Education Materials

Log of current and planned materials. Please include a copy of any handbooks, welcome newsletters, welcome letters, ID cards, ID card carriers, provider directories, as well as, any materials which do not yet have an LDH-ID.

| Title | LDH-ID (if available) | Most Recent Review | Most Recent Update | Goals and Strategies |
|--|--------------------------|-----------------------|-----------------------|----------------------|
| <i>Example: Importance of Prenatal Exams Flyer</i> | <i>MMEM2021-0543</i> | <i>2/16/2021</i> | <i>2/9/2021</i> | <i>II.a.i.1</i> |
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Attachment D – Planned Marketing and Member Education Activities

List all marketing or member engagement activities that have been planned.

| Event Date (if available) | Name of Event | Parish(es) (if available) | Target Audience | Goal and Strategy | Host/Sponsored Entity | Associated Materials (LDH-ID if available, name if not) |
|--------------------------------|---|----------------------------------|--------------------------------|----------------------|---|---|
| <i>Example: 4/1/2022</i> | <i>Open Enrollment Billboard</i> | <i>Terrebonne, Lafourche</i> | <i>Potential Enrollees</i> | <i>I.c.iii.2</i> | | <i>MMEM2021-1538</i> |
| <i>Example: 3/27/2022</i> | <i>NRMC Health Fair</i> | <i>Natchitoches</i> | <i>Potential Enrollees</i> | <i>II.a.i.1</i> | <i>Natchitoches Regional Medical Center</i> | <i>MMEM2021-0543, MMEM2021-1854</i> |
| <i>Example: 12/18/2022</i> | <i>Breakfast with Santa Sponsorship</i> | <i>East Baton Rouge</i> | <i>Potential Enrollees</i> | <i>I.b.i.3</i> | <i>United Way</i> | <i>MMEM2021-1752</i> |
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