

Adjustments to the Department's Marketing Approval Criteria

It is the Department's intent that state capitation monies are to be used only for health care, other member services, and administrative activities that directly support the provision of services to members, such as provider recruitment and enrollment. In that spirit:

1. The MCO may not conduct mass marketing with capitation dollars.
2. The MCO may not use capitation dollars to market to individuals or the general public with the intention of inducing HUSKY clients to join a particular plan or to switch membership from one plan to another.
3. Participation in health fairs and other community outreach events with the general public is permitted, subject to the following conditions: The MCO's participation may include use of the plan's, name, logo, and contact information on either a banner or sign identifying the plan or on educational materials. All information or written materials provided to the public must be entirely educational or factual in nature; written materials must address a health-related matter. In participating at events, the plans may answer specific factual questions about their respective plans. However, the plans may not discuss or compare the attributes or relative merits of different plans. The use of capitation dollars for trinkets or other promotional give away items for the general public is prohibited.
4. The MCO may provide educational materials for display in provider lobbies. Health education posters with the plan's logo or contact information may not be posted in providers' offices until further notice, unless non-capitation dollars are used. Posters already placed in providers' offices may remain.
5. Public relations efforts, such as involvement with a local school to promote awareness of asthma, are acceptable if they meet criteria 1- 3 and are not intended to induce members to switch HUSKY plans. Such efforts targeting the general public are to be health educational in nature. Charitable efforts, such as a food or clothing drive

conducted by the plan's employees to benefit a local charity, are permitted.

6. The plans may facilitate the provision of a free item or service that will promote a member's health or safety, such as connecting a local vendor willing to provide a free infant car seat with a member. Such activity is only permitted if the plans' commitment of time and expense is minimal or nominal.
7. Corporate sponsorship of non-profit fundraisers, conferences and other special events using capitation dollars is prohibited. Exhibitor fees to attend health fairs and other community events are permitted, but may not exceed \$250.00 per event.
8. As outlined in earlier guidelines, health education and promotion efforts with the MCO's current members is not only encouraged, but required. Efforts targeting the MCO's members, including tokens, give-aways, incentive, awards, etc. are permitted. Such efforts are to be health motivational in nature, for example, to encourage pre-natal care or encourage adolescents to receive preventive care.
9. Participation in provider-only events is permitted. Participation in such events is not considered marketing or community outreach and does not need to be reported to DSS on the Monthly MCO Marketing and Community Outreach calendar. However, the MCO will provide notification of participation in such events to the MCO liaison and the DSS marketing contact.

All marketing and community outreach efforts, including those permitted only with non-capitation dollars, remain subject to existing contractual requirements and approval processes.

April 1, 2010