

Discussion draft

Medicaid Marketing and Outreach Guidelines for Coordinated Care Organizations			
For:	Do	Don't	Additional information
Current CCO members	<p>Outreach activities to existing members for purposes of health promotion and health education.</p> <p>Contact Members who are within a few weeks of redetermination to encourage them to reapply or contact their caseworker to avoid lapses in enrollment. NOTE: If other CCOs are available in its service area, the CCO must include a statement that Members can change CCOs at redetermination.</p>		
Potential CCO members (Medicaid eligible but not enrolled in the CCO)	<p>Outreach activities to existing for purposes of health promotion and health education.</p>	<p>Provide applications or allow enrollment assistance at events where there are potential members.</p> <p>Neither CCOs or their subcontractors can seek to influence potential member enrollment to a particular CCO.</p> <p>Target specific groups of potential members for outreach while excluding other groups. Materials must be distributed throughout the service area.</p> <p>Conduct, directly or indirectly, door to door, telephone, electronic, mail or other cold call marketing practices to entice OHP members to enroll in their CCO.</p>	<p>These guidelines for potential members are designed to allow for communication that help CCOs avoid the impression that they are influencing enrollment.</p>
General public, stakeholders, community members	<p>Outreach activities for purposes of health promotion, health education and for increasing awareness in the Oregon Health Plan and health system transformation in Oregon.</p> <p>CCOs may communicate with the general public for informational purposes on topics including but not limited to: health, health promotion, information about</p>	<p>In communications with general public do not entice or solicit OHP enrollment or CCO enrollment or leave the impression that the communication is designed to encourage enrollment</p>	

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health system transformation and health reform. Also, information about the CCO, the CCO's quarterly metrics, the CCO Advisory Committee and the CCO's role in community health. Creation of name or brand recognition stemming from health promotion or educational activities will not be deemed by OHA to constitute an attempt by a CCO to influence potential enrollment.

Outreach events include things like health fairs and sponsorship of health-related events. Whenever possible, joint events with other CCOs in the local community will help avoid general public confusion

May share information about all the CCOs they contract with.

May display materials about CCO-sponsored health promotional events

Providers and other subcontractors activities

The CCOs are responsible for ensuring providers and other subcontractors meet the terms of the CCO contract.

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MATERIALS

Pre-approval: Any written communication or telephone script that is intended for members or potential members or general public must be approved by DMAP prior to distribution

Do	Don't	Notes
<p>Materials for Members and Potential Members must be written and translated in plain language of member's preference at 6th grade reading level, printed in minimum 12-point font.</p> <p>Materials must show sensitivity to people with disabilities and from different ethnic groups.</p>	<p>Materials cannot contain false, confusing or misleading information that may be interpreted to influence a potential member's enrollment decision per CFR 42 CFR 438.104 – Marketing Activities. That includes any claim that the CCO is endorsed by OHA or CMS over other CCOs.</p>	
<p>Materials for general public should focus on health, health promotion and information about health system transformation and health reform. Other good topics to include: information about the CCO, the CCO's Advisory Committee, and the CCOs role in community health.</p>	<p>Materials should not be worded in a way to influence a potential enrollee's choice of health plan.</p>	
<p>Outreach materials may include but are not limited to: websites, brochures, pamphlets, newsletters, posters, flyers.</p>		