

## **GENERAL MARKETING REQUIREMENTS (extracted from RFP)**

### **6. Provider Marketing Guidelines**

- a.** When conducting any form of marketing in a provider's office, the MCO must obtain and keep on file the written consent of the provider.
- b.** The MCO shall not require its providers to distribute MCO-prepared marketing communications to their patients.
- c.** The MCO shall not provide incentives or giveaways to providers to distribute them to MCO members or potential MCO members.
- d.** The MCO shall not allow providers to solicit enrollment or disenrollment in a MCO, or distribute MCO-specific materials at a marketing activity.
- e.** The MCO shall not provide printed materials to providers with instructions detailing how to change MCOs to members of other MCOs.
- f.** The MCO must instruct participating providers regarding the following communication requirements:
  - i.** Participating providers who wish to let their patients know of their affiliations with one or more MCOs must list each MCO with whom they contract.
  - ii.** Participating providers may display and distribute health education materials for all contracted MCOs or they may choose not to display and distribute for any contracted MCOs. Health education materials must adhere to the following guidance:
    - a)** Health education posters cannot be larger than 16 x 24 inches.
    - b)** Children's books, donated by MCOs, must be in common areas.
    - c)** Materials may include the MCOs name, logo, telephone number and website address.
    - d)** Providers are not required to distribute and/or display all health education materials provided by each MCO with whom they contract. Providers can choose which items to display as long as they distribute items from each contracted MCO and that the distribution and quantity of items displayed are equitable.
  - iii.** Providers may display marketing materials for MCOs provided that appropriate notice is conspicuously and equitably posted, in both size of material and type set, for all MCOs with whom/which the provider has a contract.
  - iv.** Providers may display MCO participation stickers, but if they do they must display stickers for all contracted MCOs or choose not to display stickers for any contracted MCOs.
  - v.** MCO stickers indicating that the provider participates with a particular MCO cannot be larger than 5 x 7 inches and cannot indicate anything more than "the MCO is accepted or welcomed here".
  - vi.** Providers may inform their patients of the benefits, services, and specialty care services offered through the MCOs in which they participate. However, providers may not recommend one MCO over another, offer patients incentives for selecting one MCO over another, or assist the patient in deciding to select a specific MCO in any way, including but not limited to faxing, using the office phone, or a computer in the office.
  - vii.** On actual termination of a contract with the MCO, a provider who/that has contracts with other MCOs may notify their patients of the change and the impact of the change on the patient, including the date of the contract termination. Providers must continue to see current patients enrolled in the MCO through the termination date, according to all terms and conditions specified in the contract between the provider and the MCO.
  - viii.** MCOs must not produce branded materials instructing members about how to change to a different MCO. They must use MLTC-provided or approved materials and refer members directly to the enrollment broker for needed assistance.