



## **DMAS MCO Member Communication and Marketing Submission Instructions**

### **MCO Marketing Materials Review- Submission Form**

The MCO Member Communication and Marketing (**MCM**) submission form can be found on the DMAS website under [Marketing and Outreach](#). The MCO must complete all applicable fields of the MCM form for submission. Please note that all member communications and marketing materials distributed by the MCO and/or its subcontractors shall require review and approval by DMAS. The MCO MCM submission form and supporting material must be submitted directly to DMAS FTP site or as specified in the Managed Care Technical Manual (MCTM). Each marketing item or activity must be submitted separately. Please note that the same marketing event held in multiple locations will require only one submission form; however, different marketing events shall require separate submission forms. If the MCO MCM submission form is not submitted, is incomplete, or is not submitted using the specified method, the submission will not be reviewed. To be considered for review, the MCO must submit the completed MCM submission form along with submission material to the to the DMAS FTP site or as specified in the MCTM.

### **MCO Marketing Outreach Events**

Pursuant to Medallion 3.0 Contract Section 6.1.E, MCOs shall submit all outreach event information for community education, networking and outreach programs at least two (2) weeks prior to any event. Submission of all outreach events shall be submitted using the template described in MCTM Section 3.5.15.

### **MCO Review Timeframe**

DMAS reviews all MCO member communications and marketing materials. Please note that generally the review process is completed within 30 business days. DMAS will contact the MCO if additional time is needed.

### **MCO Marketing Review Determination**

DMAS will notify the MCO of its review and decision. If DMAS denies an approval for the MCO, then such denial is final. However, the MCO may revise and re-submit as a new submission.

DMAS will assign a tracking number to each approved MCO marketing submission. The number will be included on the MCO Marketing Submission Form. DMAS approval is not extended to any deviations or modifications made to any Marketing Materials and/or Forms following the issuance of a tracking number.

### **Submission Self-Review Checklist/Questions**

1. Have all the appropriate selection been made on the required MCM submission form?
  - If yes-> this meets requirements.

2. Does the Marketing Material file name align with proper marketing content submission? I.e.: Member Handbook (MBR\_HNDBK), Member Education & Outreach (OUTREACH.pdf).
  - If yes-> this meets requirements.
3. Is the Marketing Material strictly to promote health education?
  - If yes-> this meets requirements.
4. Is the Marketing Material Flesch readability score of 40 or better (at or below the 12th grade reading level)?
  - If yes-> this meets requirements.
5. Does the Marketing Material include an individual giveaway valued at more than 25 dollars?
  - If yes-> this is a prohibited marketing submission.

**Examples of Permissible and Prohibited Marketing Activities**

Permissible (upon approval)	Prohibited
Sending Marketing Materials to <b>every</b> person within a specific locality (zip code) <b>without</b> specifically targeting Medicaid members.	Unsolicited personal contact such as direct mail, telephone, and door-to door solicitation.
Sending an appointment reminder to a Medicaid member.	Offering gifts or other inducements designed to influence a member's choice of MCO.
Participation at a health awareness education event and making available branded giveaways valued at of no more than 25 dollars, individually.	Providing giveaways or incentives valued at over 25 dollars, individually, or distributing materials without approval.
General dissemination of Marketing Materials via television, radio, newspaper, Internet.	Dissemination of material or any other attempts to communicate intended to influence the members' choice of MCO.
Provider marketing conducted at: <ul style="list-style-type: none"> <li>• Community-sponsored educational event</li> <li>• Health fair</li> <li>• Outreach activity or</li> <li>• Other similar community or nonprofit event</li> </ul> <i>And which does not involve unsolicited personal contact or promotion of the provider's practice or MCO that is not intended as health promotion.</i>	Sending Marketing Materials to a client to offer inducements or incentives.