



May 14, 2009

Dear Health Plan:

The purpose of this letter is to provide written notice that effective July 1, 2009, the Agency for Health Care Administration (Agency) will require the use of new marketing and outreach materials in keeping with the March 2009 amendments to your respective contracts. Effective July 1, therefore, the recipient interest cards (also known as Request for Benefit Information Cards) may no longer be used.


Prior to July 1, 2009, you may continue to pick up any completed recipient interest cards and submit them to the attention of:

April Cook, Materials Lead and Operational Support for Choice Counseling
Bureau of Medicaid Contract Management Choice Counseling Unit
2562 Executive Center Circle E., Montgomery Bldg., Suite 100
Tallahassee, Florida 32301.

Recipients will then be contacted by the Choice Counseling Unit who will inform them of their managed care options. By July 1, 2009, all blank recipient interest cards must be collected or otherwise destroyed.

Thank you for your assistance. Should you have any questions or concerns, please contact your Bureau of Managed Health Care Plan Analyst.

Sincerely,



Melanie Brown-Wofter
Chief, Bureau of Health Systems Development

cc: Thomas Warring, Chief, Bureau of Managed Health Care
Alan Strowd, Chief, Bureau of Medicaid Contract Management

