



RICK SCOTT
GOVERNOR

ELIZABETH DUDEK
SECRETARY

September 17, 2014

Dear Long-term Care Plan:

Re: Long-term Care Outreach and Marketing Materials

This communication is to inform you of the Agency's approach and associated timelines for the approval of Long-term Care (LTC) outreach and marketing materials. Under the Long-term Care Model Contract (Attachment II, Section I.A.) marketing is defined as "any activity or communication conducted by or on behalf of any Managed Care Plan with a Medicaid recipient who is not enrolled with the Managed Care Plan or an individual potentially eligible for Medicaid that can reasonably be interpreted as intended to influence such individual to be enrolled in the particular Managed Care Plan." Per federal regulations, managed care plans may not distribute any marketing materials without first obtaining Agency approval (see 42 CFR 438.104(b)(1)(i)), and the Agency is required to consult with its Medical Care Advisory Committee (MCAC) in reviewing such marketing materials (see 42CFR 438.104(c)).

The LTC plan is required to use the LTC Model Contract, which allows outreach and marketing in accordance with Attachment II, Section IV.B. of the contract. This communication is to inform you of an opportunity for the Long-term Care (LTC) plan to submit outreach and marketing materials for the Agency's consideration and approval.

In order to provide for the review and approval of Long-term Care outreach and marketing materials, the Agency has established the following schedule:

- The Long-term Care Plan may submit LTC branding and written materials for Agency review beginning Monday, September 15, 2014.
 - € Branding is marketing through mass communication in some form of print media such as newspapers, magazines, billboards, etc. with the purpose of influencing a prospective enrollee to enroll and to contact the managed care plan for more information. The LTC plan may engage in brand-awareness activities, including the display of plan or product logos.
 - € Written materials include community outreach materials regarding health or nutritional information for the benefit and education of, or assistance to, a community on health-related matters or public awareness that promotes healthy lifestyles. Community outreach materials are limited to brochures, fact sheets, billboards, and posters.
- The Agency will accept LTC branding and written outreach and marketing materials for review during the period September 15 – September 26, 2014.
- LTC outreach and marketing materials recommended for approval will be sent to the Medical Care Advisory Committee for consultation by October 10, 2014.
- Notice of approval or denial of LTC outreach and marketing materials will be sent to plans by October 20, 2014.

Please note that LTC outreach and marketing materials requested at this time do not include broadcast or marketing scripts, promotional activities/nominal gifts or permissible events. The

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Tallahassee, FL 32308
AHCA.MyFlorida.com



Facebook.com/AHCAFlorida
Youtube.com/AHCAFlorida
Twitter.com/AHCA_FL
SlideShare.net/AHCAFlorida

Agency will provide further guidance on such outreach and marketing activity. Enrollee materials (e.g. educational material) intended only for plan enrollees should not be submitted as potential outreach and marketing material.

The Agency has established a plan folder on the MMA Readiness FTP site labeled "MARKETING FOR SMMC" that contains subfolders for branding and written materials. The folder structure may not be modified for any reason. Please upload your marketing material to <https://sftp.ahca.myflorida.com:4423> or FileZilla port 2223 to the applicable subfolders in your LTC plan's folder. In order to facilitate an expeditious review of LTC marketing material, please submit all LTC marketing materials as described above by 5:00 p.m. on September 26, 2014. If your LTC plan does not plan to submit any LTC marketing materials for review and approval at this time, please notify the Marketing unit (Lorraine.Campanaro@ahca.myflorida.com) of such immediately.

Please use the attached cover sheet to list each LTC marketing item submitted to the FTP file with the file name, a general description of the item, and how the LTC plan intends to use the item. Plans may add rows as needed. No other changes should be made to the cover sheet format. Please submit the cover sheet to the Marketing unit at Lorraine.Campanaro@ahca.myflorida.com when you submit items to the FTP site, but no later than 5:00 p.m. on September 26, 2014.

In order to improve the outreach and marketing submission review and approval process, please note the following tips to for successful submission:

- Submit items in "camera ready" form. The Agency will not approve outreach and marketing items submitted in draft form. A copy sheet is not sufficient. If the plan intends to use several versions of an item, a sample of each version must be submitted for review and approval.
- Submit only one item per file name.
- Be sure to include all contractually required statements and disclaimers and/or TTY information as required by the Long-term Care Model Contract, Attachment II, Section IV, Enrollee Services, Community Outreach and Marketing, A.2. and B. Choice Counseling numbers should be included when enrollment information is included in outreach materials.
- Submit items in the appropriate subfolder (Branding Approvals or Written Materials Approvals) in the Marketing for SMMC subfolder on the FTP site.

If you have any questions, please contact Sue McPhee at 813-350-4838 or email Susan.mcphee@ahca.myflorida.com, or Lorraine Campanaro at 813-350-4834 or email Lorraine.campanaro@ahca.myflorida.com.

Sincerely,

Shevaun Harris, Chief
Bureau of Medicaid Services

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Enclosure: Marketing Materials Submission Cover Sheet