

482-000-9 NHC Marketing and Client Information Procedure Guide

Note: For purposes of this guide, the term plan is defined to mean physical health plan.

Overview

All client information and marketing materials developed by the plan for the Nebraska Health Connection (NHC) must adhere to the following guidelines:

1. All materials must be developed in a manner that ensures a thorough understanding by the client. All materials must appropriately address a client's special needs, e.g., language barrier, disability, cultural/socioeconomic sensitivity, competency, reading level, etc. Develop a method of notification to inform the client that translation and interpreter services are available. Include automated telephone systems for the hearing or language impaired.

The Department requires that materials are printed in the following languages: English, and Spanish, and that Braille and similar interpretive options be made available as appropriate.

2. All printed materials must be in an easily understandable format at a sixth (6th) grade reading level.
3. Client Materials must clearly define the plan and Primary Care Physician (PCP), role in the NHC, ensuring that the client has adequate information to be an effective consumer.
4. Marketing Materials will be distributed to the entire service.
5. All materials distributed to the client must:
 - a. Directly relate to the plan's responsibilities under the NHC;
 - b. Have no political implications;
 - c. Contain only the names of individuals directly connected with the plan's NHC responsibilities;
 - d. Identify those individuals only in their official capacity with the plan.
6. Client Materials should contain pertinent plan information, including, but not limited to:
 - a. A telephone number that can be used for assistance in obtaining urgent care services or for prior authorization;
 - b. A definition of the NHC Basic Benefits Package and instructions regarding access to services;

- c. Procedure for accessing the plan's member services;
- d. Plan grievance and appeal procedures, including notification of the client's right to a fair hearing; and
- e. Situations where a client will have to pay for care.
7. All methods of communication shall be used, e.g., written, oral, audio, video, interpreted, translated, etc.
8. Marketing materials must not seem to influence enrollment in conjunction with the sale or offering of any private insurance.
9. Update materials as changes occur, or as areas of concern/information are identified by the client, the Department or other interested parties.
10. Ensure that any client-specific information is treated confidentially.

Department Approval of Health Plan Marketing Materials

The Department must review and approve all materials developed and distributed by the plan to managed care clients, providers or to the general public. The purpose of the review is to ensure consistent and accurate information.

Marketing Materials to be reviewed include, but is not limited to:

1. Marketing Flyers and Brochures;
2. Informational pamphlets and fliers;
3. Public Service Announcements, Billboards, etc.; and
4. Announcements/Informational Materials Developed for Community Events.

The plan should also request review and approval by the Department for all activities where the plan is representing Nebraska Health Connection. The plan should identify the activity, a brief description of how the plan intends to participate in the event, and a description of any materials or products the plan will be distributing at the event.

Note: The health plan is prohibited from any direct, indirect, or other cold-call marketing activities to managed care clients.

Marketing Material Review Procedure:

1. All marketing materials should be submitted to the Department and reflected on the standardized Material Submission Log to ensure a timely response from the Department (see Attachment A). Community activities should also be included on the Material Submission Log and submitted to the Department for approval.
2. The Department will review the materials and suggest revisions if applicable.
3. The Department will present the materials to the Medicaid Assistance Advisory Committee (MAAC) for review and consultation.
4. If the Department suggests revisions to the materials, the plan should make the recommended changes and submit a second draft with an updated Material Submission Log for approval.
5. If a request is denied, the plan shall not proceed with the materials or activity, unless the decision is rescinded.

