

Marketing Guidelines for Providers Serving Medi-Cal Members

Providers are responsible for making sure member-facing materials meet the below guidelines.

Follow these guidelines to create marketing materials, presentations and displays that mention California Health & Wellness Plan (CHWP), its plans or products.



You can:

Educate patients about all available plan options and discuss Medi-Cal benefits.

List all of the Medi-Cal plans you accept on materials you create.

Example

Inform a patient that *“We participate in Medi-Cal and accept [name(s) of accepted insurance plans].”*

Help a patient by talking about plan choices for people with Medi-Cal.¹ (Allowed, per California Code of Regulations, Title 22)

Display a complete list of all Medi-Cal insurance plans you accept.



You cannot:

Sway a patient’s decision to sign up or enroll with any specific Medi-Cal plan in materials.

Use the CHWP logo or cobrand materials using CHWP’s logo without CHWP’s approval.

Send materials that mention CHWP without CHWP’s approval.

Example

Inform a patient that *“CHWP is the best plan for people with Medi-Cal.”*

Create a flyer with CHWP’s logo on it.

Send a letter to patients advertising a new relationship with CHWP.

(continued)



MEMBER-FACING MATERIALS YOU CREATE FOR MEDI-CAL PATIENTS MUST BE:

- 12-point font or larger.
- At or below a sixth-grade reading level.

Can I use CHWP's logo or mention CHWP in materials?

You must obtain CHWP's approval if you wish to use CHWP's logo(s) or mention CHWP in patient-facing materials or advertising. For more information, please contact your CHWP Provider Relations representative.

What rules apply to CHWP's marketing activities and marketing materials for Medi-Cal recipients?

Department of Health Care Services (DHCS) All Plan Letter (APL) 13-015 (Revised) describes how managed care health plans (MCPs) can market to people eligible for Medi-Cal. Medi-Cal MCPs and their marketing contractors who perform outreach activities to people eligible for Medi-Cal are subject to certain requirements. These include, but are not limited to:

- MCPs are prohibited from conducting door-to-door, cold call and telephone marketing activities for the purposes of enrolling current or potential Medi-Cal beneficiaries.
- All marketing materials, including printed materials, need to be approved in writing by DHCS prior to distribution.
- All marketing materials, presentations and displays need to conform to the cultural and linguistic requirements prescribed in the MCP's health plan contract.

All provider-created marketing materials that mention the plan and require DHCS review and approval should be forwarded to CHWP for submission to DHCS for review and approval as needed.



How can I learn more?

For more information about Medi-Cal marketing guidelines, view **All Plan Letter 13-015 (Revised) (PDF)** online at www.dhcs.ca.gov/formsandpubs/Documents/MMCDAPLsandPolicyLetters/APL2013/APL13-015.pdf

For other questions about marketing guidelines, contact your **Provider Relations representative** or call the **CHWP Medi-Cal Provider Services Center** at **1-877-658-0305**.

¹The MCP is required to adhere to the marketing requirements contained in its respective DHCS health plan contract and act in accordance with the marketing requirements contained in Title 22 California Code of Regulations (CCR) 53880 and 53881 and Welfare and Institutions Code Sections 10850(b), 14407.1, 14408, 14409, 14410, and 14411.