

Medical Care Advisory Committee

Medicaid Health Plan Marketing
January 29, 2013



Current: 2012-15 Health Plan Contract

□ Permitted Health Plan Marketing Activities

- Health Plan participation in health fairs/public events
- Health Plan distribution of community outreach materials
- Branding advertisements (print, fliers, posters, radio and television) approved by the Agency
- Health Plans may have registered community outreach representatives that attend the health fairs/public events

Current: 2012-15 Health Plan Contract

□ Prohibited Health Plan Marketing Activities:

- Engaging in marketing practices that are discriminatory (based on actual or perceived health status per 409.912 and 409.91211, F.S.)
- Registered marketing agents
- Contacting recipients directly or indirectly - no “cold calls”
- Offering gifts for enrollment
- Giving away promotional items in excess of \$5
- Paying commission to community outreach representatives for new health plan enrollees
- Dissemination of materials that are fraudulent or misleading (example – stating that a recipient must enroll in the health plan or lose Medicaid benefits)

- 2012-15 Health Plan contract can be found online at:
[http://ahca.myflorida.com/MCHQ/Managed Health Care/MHMO/med_prov_0912.shtml](http://ahca.myflorida.com/MCHQ/Managed_Health_Care/MHMO/med_prov_0912.shtml)