

Statewide Medicaid Managed Care Plan

MARKETING GUIDELINES

AGENCY FOR HEALTH
CARE ADMINISTRATION

PLAN MANAGEMENT
OPERATIONS

MARKETING OVERSIGHT UNIT



OBJECTIVES



Marketing Oversight Unit

- ◆ Marketing Definition
- ◆ Marketing Oversight Unit Objective



Marketing and Materials

- ◆ Components of Marketing
- ◆ Types of Marketing Materials
- ◆ Requirements by Material Type
- ◆ Material Type Acronyms



Marketing Material Submission Preparation

- ◆ Material Submission Types
- ◆ Material File Naming Convention
- ◆ Submission Best Practices



Marketing Material Submissions

- ◆ Material Submission Process
- ◆ Notice of Submission
- ◆ Uploading Materials to the SFTP
- ◆ Material Review Process and MCAC

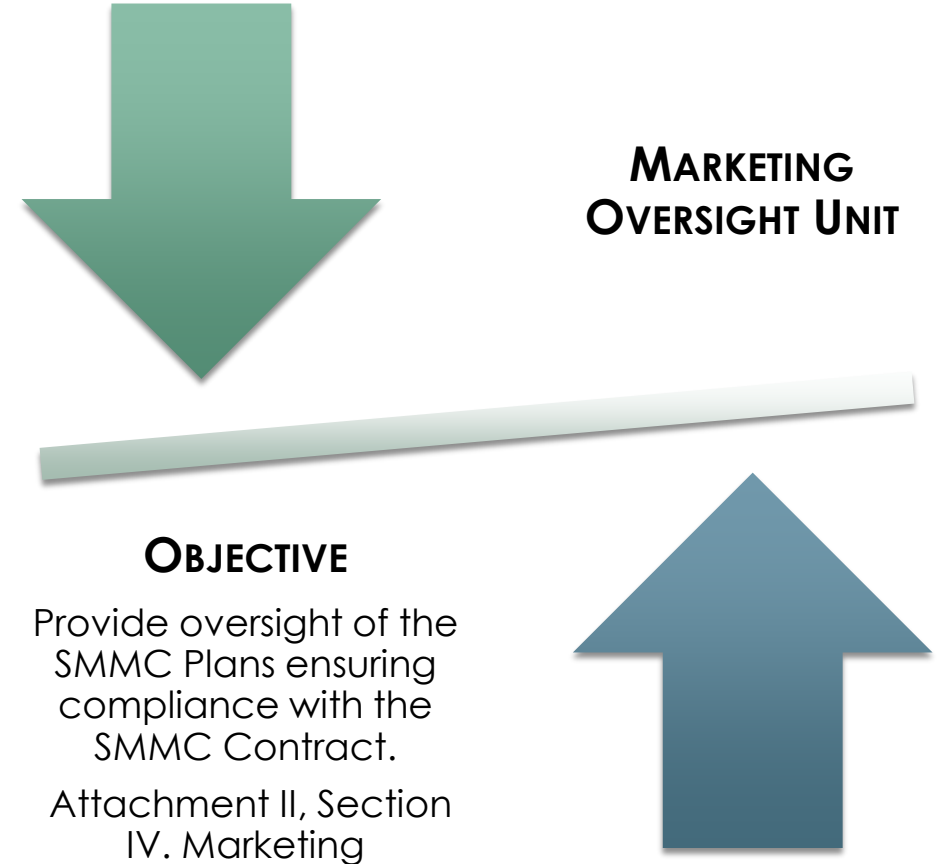
MARKETING OVERSIGHT UNIT

Objective

DEFINITION OF MARKETING

Marketing includes activities and use of materials by the Managed Care Plan with the intent to draw an enrollee or potential enrollee's attention to a plan or to influence a potential enrollee or enrollee's decision-making process when selecting a plan for enrollment or deciding to remain enrolled in a plan. (That is, retention-based marketing).

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Current Enrollees

Enticing members to remain enrolled in their current plan for the purpose of enrollee retention

Potential Enrollees

Influencing a potential enrollee's decision-making process when selecting a plan



AUDIENCE

COMPONENTS OF MARKETING

5



Benefit Information



Verbiage to Entice



Call to Action



Enrollment Content



Plan Specific Content

COMPONENTS OF MARKETING

Examples

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Benefit Information

- Free Transportation
- No-cost Immunizations
- Equine Therapy
- Doula Services
- 24-Hour Nurse Hotline
- Prescriptions
- Vision Care



Verbiage to Entice

- See our ratings from the ...
- Want to get more out of your Medicaid Plan?
- Come check out the extra benefits our Medicaid Plan has to offer...
- Are you looking for a new Medicaid health plan?



Call to Action

- Hurry!!!
- Time is Running Out!
- Keep Your Current Benefits



Enrollment Content

- Choose, I chose, Make a choice
- Select, Pick us, Ask for/about us
- Enroll, Text to enroll
- Sign up, Join us, Change plans
- Stay with us
- Remain in our plan
- Choice Counseling number and TTY



Plan Specific Information

- Statistics
- Agency studies
- Awards
- Plan specific programs
- Allowable superlatives
- Testimonials, Endorsements
- Comparison to other Plans

TYPES OF MARKETING MATERIALS



Branding

Mass Communication

- ◆ Indoor
- ◆ Outdoor
- ◆ Digital



Written

Printed Informational
Communication

- ◆ Brochures
- ◆ Flyers
- ◆ Tri-Fold
- ◆ Leaflets



Scripts

Standardized Text/Audio/Video
Communication

- ◆ Broadcast (TV, social media, radio)
- ◆ Marketing (Presentations)
- ◆ Telephonic



Nominal Gifts

Give-Away

- ◆ Hand Sanitizer
- ◆ Masks
- ◆ Pens
- ◆ Stress Balls

* Above are examples of each marketing material type and do not indicate all possible material types

PUBLICATION READY

Exactly what the Public will see

No brackets or carets for interchangeable information

Submitted materials should not include screenshots of Linked materials. The URL on the Notice of Submission is sufficient.

Readability must match the publication ready version of the submitted material verbatim



REQUIREMENTS BY MATERIAL TYPE

Branding – Outdoor

OUTDOOR BRANDING EXAMPLES*

- Billboards
- Bus wraps
- Bus stop posters

MINIMUM SUBMISSION REQUIREMENTS:

- Publication ready format
- Readability score with redactions
- Benefits disclaimers if benefits are included on material
- Choice Counseling phone number and TTY/TDD with enrollment content

* Above are examples of each marketing material type and do not indicate all possible material types



REQUIREMENTS BY MATERIAL TYPE

Branding – Indoor

INDOOR BRANDING EXAMPLES*

- ❑ Printed wall posters
- ❑ Printed banners
- ❑ Electronic posters

MINIMUM SUBMISSION REQUIREMENTS:

- ❑ Publication ready format
- ❑ Readability score with redactions
- ❑ TTY included after Plan customer service number
- ❑ Benefits disclaimers if benefits are included on material
- ❑ Choice Counseling phone number and TTY/TDD with enrollment content

* Above are examples of each marketing material type and do not indicate all possible material types



REQUIREMENTS BY MATERIAL TYPE

Branding – Digital

DIGITAL BRANDING EXAMPLES*

- ❑ Flash media banners on TV
- ❑ Banners on Social media and Internet

MINIMUM SUBMISSION REQUIREMENTS:

- ❑ Publication ready format
- ❑ Readability score with redactions
- ❑ TTY included after Plan customer service number **
- ❑ Contracted counties on the material **
- ❑ Benefits disclaimers if benefits are included on material**
- ❑ Choice Counseling phone number and TTY/TDD with enrollment content **

* Above are examples of each marketing material type and do not indicate all possible material types

** The first clickable link is acceptable (redirects user to the contractual requirement(s) by clicking a single link or URL from the material)



REQUIREMENTS BY MATERIAL TYPE – Written

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PRINTED INFORMATIONAL COMMUNICATION WRITTEN MATERIALS EXAMPLES*

- Brochures
- Flyers
- Leaflets
- Invitations
- Business reply cards

MINIMUM SUBMISSION REQUIREMENTS:

- Non-discrimination notice and taglines
- Readability score with redactions
- Publication Ready format
- TTY included after Plan customer service number
- Benefits disclaimers if benefits are included on material
- Choice Counseling phone number and TTY/TDD included with enrollment content

* Above are examples of each marketing material type and do not indicate all possible material types



REQUIREMENTS BY MATERIAL TYPE – Scripts

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STANDARDIZED TEXT/AUDIO/VIDEO COMMUNICATION SCRIPT EXAMPLES*

- Broadcast: TV, Radio, Social Media***, Websites***, Videos
- Marketing: Presentations
- Telephonic: Interactive Voice Response greeting, Scripts for incoming calls to Plans

MINIMUM SUBMISSION REQUIREMENTS:

- Publication Ready format – Social Media and Websites
- Readability score with redactions
- Non-discrimination notice and taglines – Websites ONLY
- TTY included after Plan customer service number for materials seen, not heard – TV, Social Media, Websites, Videos **
- Contracted counties unless Plan is in all counties **
- Benefits disclaimers if benefits are included on material**
- Choice Counseling phone number and TTY/TDD with enrollment content for materials seen, not heard – TV, Social Media, Websites, Videos **

* Above are examples of each marketing material type and do not indicate all possible material types

**The first clickable link is acceptable (redirects user to the contractual requirement(s) by clicking a single link or URL from the material)

***If a PDF is linked or attached to a Website or Social Media material and the intention is for the Plan to print and distribute, the PDF must be submitted separately as a Written material.



REQUIREMENTS BY MATERIAL TYPE

Nominal Gifts



A nominal gift cost sheet is required for each submission

The cost per nominal gift cannot exceed \$15



Nominal gifts containing more than the 5 items of information will be reviewed as a written material

Nominal Gifts

5 Allowable Items of Information

- 1 Plan Name
- 2 Plan Logo
- 3 Plan Tagline
- 4 Plan Phone Number
- 5 Plan Website

MARKETING MATERIAL SUBMISSION PREPARATION

Material File Naming Convention

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1. Start with 3-digit Agency assigned Plan identifier
(Example: MCP)

MCP



2. Add 2-digit year and 2-digit month of submission
(Example: September 2020)

MCP2009



3. Add material type
(Example: Written)

MCP2009WMA



4. Add 6-digit unique Plan identifier.
(Example: 123456)

MCP2009WMA123456



5. Add material submission type – N New, R Resubmission, U Updated.
(Example: New)

MCP2009WMA123456N

MARKETING MATERIAL SUBMISSION PREPARATION

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- >Material Type Acronyms
- >Material Submission Types

Material Type Acronyms

- **BRA = Branding Materials**
- **BSC = Broadcast Scripts**
- **MSC = Marketing Scripts**
- **NVL = Nominal Gifts**
- **TSC = Telephonic Scripts**
- **WMA = Written Material**

Material Submission Types

- **N = New**
 - A material that has never been submitted before
 - Example: MCP2203BSC12356**N**
- **R = Resubmission**
 - Used when resubmitting a denied material
 - Use original denied material name and replace N with R
 - Example: MCP2203BSC12356**R**
- **U = Update**
 - Replaces a formerly approved material
 - Example: MCP2203BSC12356**U**

MARKETING MATERIAL SUBMISSION PREPARATION -- Best Practices

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Notice of Submission

Use drop down boxes for Material Type and Intended Audience. Do not modify drop down lists

List all individual electronic marketing material file names uploaded to the SFTP

Do not list the readability score file names for each individual material on the NOS

Be as descriptive as possible for Item Description and Intended Use. How do you intend to use this material?



Materials

Only one material per electronic file

Regarding service areas when applicable, the material should include counties, not regions

Readability score with redactions are required for each material, except Nominal Gifts

Highlights, red arrows, or other indicators of changes or updates on a material are not considered publication ready



Check Before You Submit

Confirm the material is marketing

- Check for components of marketing

Confirm material type

- Based on material type, confirm all required contract components are included

Confirm Readability score with redactions

- Ensure Readability contains all content

Confirm material file naming convention is correct



MARKETING MATERIAL SUBMISSION Process Requirements

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1.

SUBMIT MONTHLY ON THE 5TH.
IF THE 5TH FALLS ON A WEEKEND OR
HOLIDAY, SUBMIT THE NEXT BUSINESS DAY.



2.

UPLOAD MARKETING MATERIALS TO
THE AGENCY'S
SMMC_CY18-23 SFTP SITE

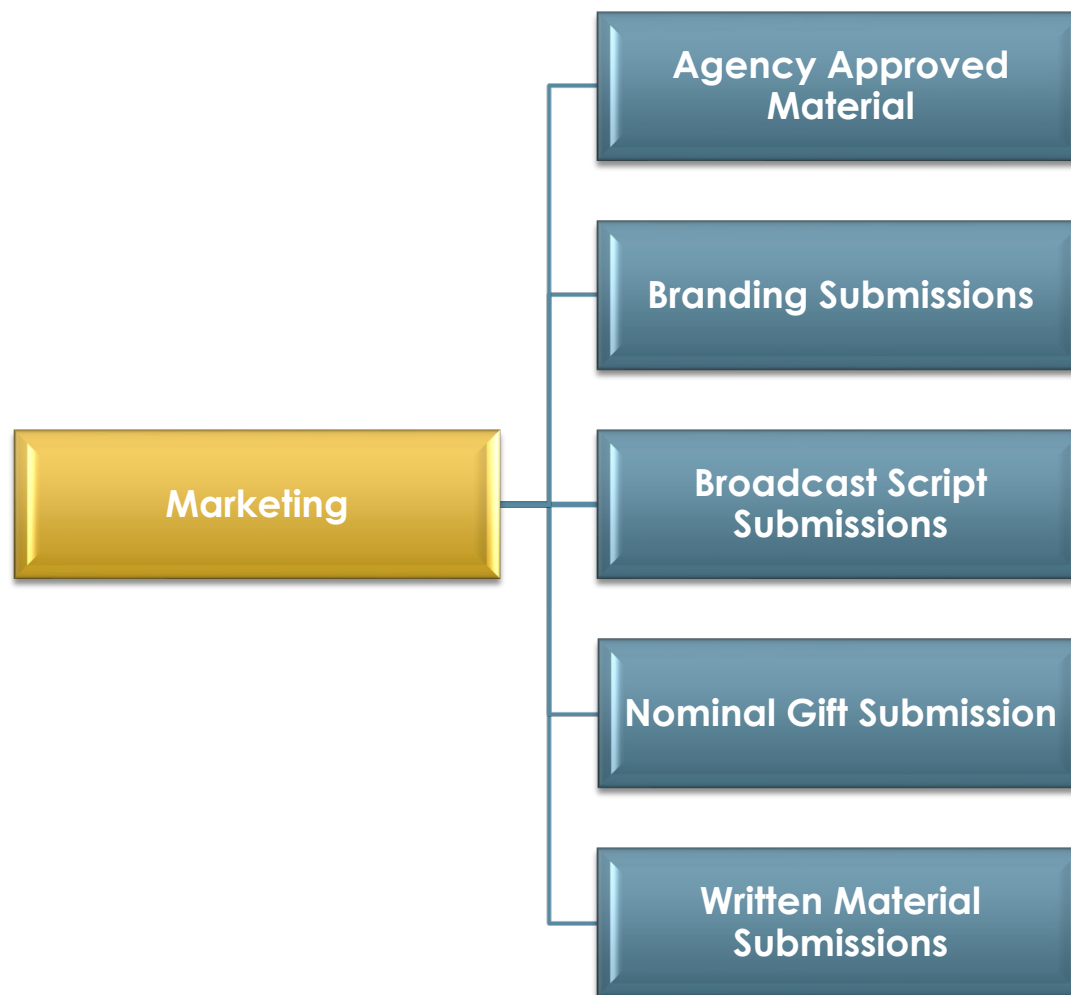


3.

EMAIL **NOTICE OF SUBMISSION** (NOS)
TO SANDRA BROWN AND KELLY
KOLLEN
SANDRA.BROWN@AHCA.MYFLORIDA.COM
KELLY.KOLLEN@AHCA.MYFLORIDA.COM

MARKETING MATERIAL SUBMISSION

Uploading
Materials to the
Agency's SFTP



MARKETING MATERIAL SUBMISSIONS

Marketing Material Reviews and MCAC

1

- Managed Care and Dental Plans submit marketing materials to the Marketing Oversight Unit

2

- The MOU reviews marketing materials to determine contractual compliance. Plans are notified in writing of any materials that are denied, deemed not marketing, and nominal gift approvals/denials.

3

- Contractually compliant marketing materials are submitted to MCAC

4

- MCAC members review each material to determine if the material raises any concerns

5

- Plans are notified in writing of final material review decisions

WHAT IS MCAC?

MEDICAL CARE ADVISORY COMMITTEE

- A group of health professionals familiar with the needs of low-income population groups and with members of consumers' groups, including recipients.
- MCAC provides the Agency for Health Care Administration of Florida (Agency) with consultative review of marketing materials to identify concerns.
- MCAC reviews materials to ensure materials are:
 - Accurate and not misleading, confusing, or defrauding recipients or the Agency.
 - Free from any unfair methods of competition or unfair or deceptive acts or practices.

ACRONYMS

AHCA	Agency for Health Care Administration
BRA	Branding Material
BSC	Broadcast Script Material
MCAC	Medical Care Advisory Committee
MCP	Managed Care Plan
MOU	Marketing Oversight Unit
MSC	Marketing Script
NOS	Notice of Submission
NVL	Nominal Gift
SMMC	Statewide Medicaid Managed Care
SFTP	Secure File Transfer Protocol
TSC	Telephonic Scripts
WMA	Written Material



MARKETING MATERIAL REVIEWS

Questions About the Process?

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QUESTIONS
?
Email...

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