



RON DESANTIS
GOVERNOR

MARY C. MAYHEW
SECRETARY

July 30, 2020

Statewide Medicaid Managed Care (SMMC) Policy Transmittal: 2020-43

Applicable to the **2018-2023 SMMC contract benefits** for:

- Managed Medical Assistance (MMA) and MMA Specialty
- Long-Term Care (LTC)
- Dental

Re: **Virtual Marketing, Public, and Educational Events and Updated Reporting Requirements**

The managed care plan and the dental plan must comply with all reporting requirements set forth in this contract. (MMA & LTC: Attachment II, Section XVI.A.1.a.; and Dental Attachment II, Section XVI.A.1.a.) The managed care plan and the dental plan must comply with the SMMC Managed Care Plan Report Guide in submitting required reports. (MMA & LTC: Attachment II, Section XVI.A.1.c.; and Dental Attachment II, Section XVI.A.1.c.) The purpose of this policy transmittal is to provide guidance to the managed care plan and the dental plan on virtual marketing, public, and educational events, as well as to provide updated reporting requirements.

The managed care plan and the dental plan may conduct and/or participate in **virtual** marketing, public, and educational events beginning **September 1, 2020**. The managed care plan and the dental plan choosing to conduct and/or participate in virtual marketing, public, and educational events must:

- Use only Agency approved materials;
- Follow contractual provisions for marketing, public, and educational events; and
- Be accessible by Agency representatives for the purpose of contract compliance monitoring.

The managed care plan and the dental plan choosing to conduct and/or participate in virtual marketing, public, and educational events may conduct virtual public events with or without:

- Any other community organizations; and
- Two unaffiliated community organizations also participating.

The following reports, suspended under policy transmittal 2020-29, are reinstated as directed below.



Reinstated Reports	Direction
Marketing Agent Report	❖ A complete list of active marketing agents is due August 15, 2020, and then quarterly reporting resumes.
Marketing Public Educational Events Report	❖ Resume monthly reporting August 15, 2020 for September 2020. ❖ Reporting on virtual events is to begin August 15, 2020 for September 2020. ❖ Complete the new Virtual Event Tab and refer to the Instructions Tab for more information.
Marketing Public Educational Events Report Amendment to a reported event change	❖ Resume variable reporting after submissions on August 15, 2020.

The managed care plan and dental plan must use the revised Marketing Public Educational Events Report Template attached to this policy transmittal for the reporting that resumes effective August 15, 2020.

If you have any questions or concerns, please contact your Agency contract manager at (850) 412-4004.

Sincerely,



PP

Shevaun Harris
Assistant Deputy Secretary for
Medicaid Policy and Quality

SH/sar

Attachment: Marketing Public Educational Events Report Template 08.01.2020