October 9, 2020

Statewide Medicaid Managed Care (SMMC) Policy Transmittal: 2020-54

Applicable to the **2018-2023 SMMC contract benefits** for:
- ☒ Managed Medical Assistance (MMA) and MMA Specialty
- ☒ Long-Term Care (LTC)
- ☒ Dental

Re: 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 marketing, public, and educational events, as well as to provide an updated report template.

This policy transmittal reinstates **face-to-face** marketing, public, and educational events for the managed care plan and the dental plan, scheduled on or after **November 1, 2020**. The managed care plan and the dental plan may conduct **virtual** marketing, public, and educational events on or after **September 1, 2020**, in compliance with the requirements in policy transmittal 2020-43 with the following exception. When the managed care plan or the dental plan is conducting **virtual** public events, the requirement for two unaffiliated community organizations to also participate in public events has been waived.

The managed care plan and dental plan must use the revised Marketing Public Educational Events Report Template attached to this policy transmittal effective with the monthly reporting submission due to the Agency by October 15, 2020.

If you have any questions or concerns, please contact your Agency contract manager.

Sincerely,

Shevaun Harris
Assistant Deputy Secretary for
Medicaid Policy and Quality

SH/sar
Attachment: Marketing Public Educational Events Report Template 10.02.2020

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