Marketing Guidance

The purpose of the marketing and member education reviews conducted by the Marketing Unit is to ensure all marketing/member education comply with State and Federal regulations, contract language and Missouri Mandatory Language. Clinical accuracy, source credibility and ease of understanding for a diverse population of MO HealthNet Managed Care members are also reviewed.

In order to increase efficiency of reviews and to shorten the time for State responses to the health plan, please observe the requirements and guidelines listed below.

**How to submit materials for initial review by the state:**

The subject line of the email should include the following:

* Request for approval
* Name of material requested for approval
* If applicable, indicate all translated languages for this submission

The body of the email should include:

* How and when the material will be used
* The timeframes for the use
* The media to be used for distribution if approved
* Provide any additional information you want regarding your submission

**How to resubmit materials after initial review by the state including final versions:**

The subject line of the email should include the following:

* Indicate resubmission or final version in the subject line
* Name of material. The name of the material should be consistent with the name of the material initially submitted.
* Include tracking number assigned by the state to this material,
* Resubmission and final version are due within ten (10) business days, if not received timely, the materials will be denied
* Submit the entire document with your resubmission

The body of the email should include:

* How and when the material will be used
* The timeframes for the use
* The media to be used for distribution if approved
* Provide any additional information you want regarding your resubmission
* Indicate any new language in one attachment and provide a camera ready attachment for review and approval

**How to submit previously approved material for a new approval by the State:**

* Remove the previous tracking number and approval date prior to your submission and follow the guidelines above for submitting an initial review

**Guidelines for all submissions:**

* Submit all marketing and member education submissions to MHD.MCMarketing@dss.mo.gov
* Ensure all submissions have been proof read and spell checked prior to submission.
* Submit all submissions and resubmissions in camera ready format.
* Ensure that the submission is Missouri specific and health plan specific. Any submissions that reference other states or other health plans will be denied.
* Use the same title and tracking number in the subject line of your email for any correspondence regarding that submission.
* Ensure your submission and your subcontractor submission complies with all contract requirements including all of Section 2.13, Marketing and Member Education and Missouri Mandatory Language.
* Add the tracking number and the approval date in the lower right-hand corner of all materials developed and printed by the health plan. You are not required to add the tracking number and approval date to promotional items. You are required to verify and document that all promotional items used have received an approval by MHD.
* Submit the piece in a format that can be electronically edited to the extent possible (Word, Excel, and Adobe).
* Provide proof of reading level.
* All written member materials must include a language block.
* When submitting a translated document with your English version, please submit a certificate of translation of the material.
* Use “Medicaid” only when referring to the federal Medicaid program.
* Use “MO HealthNet” when referring to the State of Missouri Medicaid program.
* Health plans may use the term “doctor”, “physician” or “primary care provider”.
* Health plans may use the term “free” when referring to items such as free pamphlets or educational booklets.
* Health plans must comply with contract provision 2.13.3.g and may not portray covered benefits as enhanced, additional or free.
* Expedited reviews may be granted in limited circumstances.

**Managed Care Member Education and Marketing Materials No Longer Needing Prior Written Approval**

* Notice to sponsor or to participate in community activities, programs, or events
* Community activities at provider sites
* Birthday parties
* Swimming parties
* Press releases
* Health fairs
* Health plan call flows (this does not include call scripts for members)
* Back to school events and flyers
* Health Plan Member Advocacy Committee Meetings
* Publications from nationally acknowledged entities such as: Text 4Babies, KRAMES materials, American Heart Association, American Diabetes Association, March of Dimes, American Academy of Pediatrics, etc.
* Materials published by sister state agencies such as: Department of Health and Senior Services (DHSS), Department of Mental Health (DMH), Department of Elementary and Secondary Education (DESE)
* Envelopes
* Social Media (only for announcement about meetings)

All marketing requirements at 2.13.1 MO HealthNet Managed Care Marketing and Member Education Guidelines, 2.13.2 State Review, 2.13.3 Prohibited Activities and 2.14.6 Requirements for Written Materials must be adhered to except for the changes provided in this document.