

Review Process for All Plans Marketing and Member Materials

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Member and Marketing Material

- Member Materials- Information about benefits and coverage, member education, member appreciation, and/or member incentive program information.
- Marketing Materials- Information about benefits or benefits structure; premiums and cost sharing; rankings and measurements about other plans and/or information about star ratings. Marketing materials are provided to members and non-members.
- Examples- handbooks, letters, flyers, pens, bags, advertisements, social media posts, blogs, podcasts, webinars, texts, emails, billboards, etc.

Review Process

1. Submit

- MCP submits Medicaid and MyCare material for review via email to MemberMarketing@medicaid.ohio.gov including the material for review and a submission log. (Example attached)
- MCOP also submits MyCare Part D material to the CMS health plan management system (HPMS)*.

2. Review

- Material will be reviewed within 30 days, or ten days if expedited, from receipt of email. HPMS material is reviewed within 45 days unless otherwise noted.
 - Initial Review
 - » The managed care member and marketing materials reviewer first reviews for OAC, provider agreement and CFR compliance.
 - » The reviewer sends to the managed care subject matter experts (SMEs), based on topic of material.
 - » Material found not to be compliant are returned to the MCP for correction.
 - Secondary review
 - » Once material has passed compliance, the coordinator and MC SME (s) will request additional reviews within ODM by the appropriate SMEs .
 - » Final Review-After all SME have approved the materials, it will be sent to Communication for final approval.

Review Process Continued

3. Decisions

- Approval
 - Reviewer updates approval log
 - Reviewer sends the approval log to MCP with newly approved materials highlighted
 - Reviewer notifies Contract Administrators of status of materials
 - Reviewer keeps copy of approved material in folder in 'R' drive
- Denial
 - Not all requirements are met, messaging is incorrect or formatting/grammatical issues identified.
 - Not approved/pending approval
 - MCP has to correct issues and resubmit material for review

Things to Remember

- The MCP is responsible for ensuring all new and revised marketing materials (including materials used for marketing presentations) and member materials (including mailing and distribution) are approved by ODM prior to distribution to eligible individuals or members.
- The MCP shall include with each marketing submission an attestation that the material is accurate and is not intended to mislead, confuse or defraud the eligible individuals or ODM.

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ANY QUESTIONS?