

482-000-12 Departmental Review Procedure Guide

Note: For purposes of this guide, the term plan is defined to mean medical/surgical physical health plan or MH/SA guide.

The Department shall review all materials developed and distributed by the plan to managed care clients, providers or to the general public. The purpose of the review is to ensure consistent and accurate information. All materials must adhere to the requirements defined in the NHC Marketing Information Procedure Guide (see 482-000-9).

Materials to be reviewed include, but are not limited to:

1. Member/Provider Handbooks;
2. Educational/wellness materials;
3. Policy/Procedural Handbooks and Operational Directives;
4. Member letters/surveys distributed/conducted for Quality Assurance purposes; and
5. Announcements/Informational Materials Developed for Community Events.

The plan should also request review and approval by the Department for all activities where the plan is representing the NHC. The plan shall identify the activity, a brief description of how the plan intends to participate in the event, and a description of any materials or products the plan will be distributing at the event.

Note: The plan is prohibited from any direct, indirect, or other cold-call marketing activities to managed care clients.

All materials and activities shall be submitted on a standardized form to ensure a timely response from the Department (see Attachment A). The plan should allow five working days for the Department's review and approval. If the Department suggests revisions to the materials, the plan shall make the recommended changes and submit a second draft for final approval. If a request is denied, the plan shall not proceed with the materials or activity, unless the decision is rescinded.

