

# Marketing Guidelines for Providers Serving CalViva Health Medi-Cal Members

Providers are responsible for making sure member-facing materials meet the below guidelines.

Follow these guidelines to create marketing materials, presentations and displays that mention Health Net\* or CalViva Health.



## You can:

Educate patients about all available plan options and discuss Medi-Cal benefits.

List all of the Medi-Cal plans you accept on materials you create.

## Example

Inform a patient that *“We participate in Medi-Cal and accept [name(s) of accepted insurance plans].”*

Help a patient by talking about plan choices for people with Medi-Cal.<sup>1</sup> (Allowed, per California Code of Regulations, Title 22)

Display a complete list of all Medi-Cal insurance plans you accept.



## You cannot:

Sway a patient’s decision to sign up or enroll with any specific Medi-Cal plan in materials.

Use Health Net and/or CalViva Health’s logo or cobrand materials using such logo(s) without the health plan’s approval.

Send materials that mention Health Net or CalViva Health without their approval.

## Example

Inform a patient that *“CalViva Health and/or Health Net is the best plan for people with Medi-Cal.”*

Create a flyer with the health plan’s logo on it.

Send a letter to patients advertising a new relationship with the health plan.



**MEMBER-FACING MATERIALS YOU CREATE FOR MEDI-CAL PATIENTS MUST BE:**

- 12-point font or larger.
- At or below a sixth-grade reading level.



**MEMBER-FACING MATERIALS FOR CALVIVA HEALTH MEDI-CAL PATIENTS MUST INCLUDE:**

- CalViva Health’s Notice of Language Assistance.
- CalViva Health’s Non-Discrimination Notice.

**Can I use the health plan’s logo or mention the plan in materials?**

You cannot use the Health Net logo or mention Health Net’s name in materials that are provided to CalViva Health members. You must obtain Health Net and CalViva Health’s approval if you wish to use the plan’s logo(s) or mention Health Net and/or CalViva Health in patient-facing materials or advertising. For more information, please contact the health plan.

**What rules apply to the plan’s marketing activities and marketing materials for Medi-Cal recipients?**

Department of Health Care Services (DHCS) All Plan Letter (APL) 13-015 (Revised) describes how managed care health plans (MCPs) can market to people eligible for Medi-Cal. Medi-Cal MCPs and their marketing contractors who perform outreach activities to people eligible for Medi-Cal are subject to certain requirements. These include, but are not limited to:

- MCPs are prohibited from conducting door-to-door, cold call and telephone marketing activities for the purposes of enrolling current or potential Medi-Cal beneficiaries.
- All marketing materials, including printed materials, need to be approved in writing by DHCS prior to distribution.
- All marketing materials, presentations and displays need to conform to the cultural and linguistic requirements prescribed in the MCP’s health plan contract.

All provider-created marketing materials that mention the plan and require DHCS review and approval should be forwarded to the health plan for submission to DHCS for review and approval as needed.



**How can I learn more?**

For more information about Medi-Cal marketing guidelines, view **All Plan Letter 13-015 (Revised) (PDF)** online at [www.dhcs.ca.gov/formsandpubs/Documents/MMCDAPLsandPolicyLetters/APL2013/APL13-015.pdf](http://www.dhcs.ca.gov/formsandpubs/Documents/MMCDAPLsandPolicyLetters/APL2013/APL13-015.pdf).

For other questions about marketing guidelines, contact **CalViva Health at 1-888-893-1569**.

<sup>1</sup>The MCP is required to adhere to the marketing requirements contained in its respective DHCS health plan contract and act in accordance with the marketing requirements contained in Title 22 California Code of Regulations (CCR) 53880 and 53881 and Welfare and Institutions Code Sections 10850(b), 14407.1, 14408, 14409, 14410, and 14411.