**Bureau of Managed Care**

**Managed Care Organizations**

**Policy / Procedures**

General Contract Monitoring

Marketing and Outreach Materials Review Process

All marketing and outreach materials that an MCO uses must be reviewed and approved by HFS staff **prior** to release to the public. This includes marketing materials posted on MCOs' websites, materials used at outreach events, and press releases.

All marketing materials should be submitted to HFS through the HLTHPInOutreach email address. If the material involves a website, the MCO must submit the link to the specific section that targets enrollees or potential enrollees.

HFS staff have thirty (30) business days to review the material and provide a response to the MCO. If HFS fails to notify the MCO of approval or disapproval within thirty (30) business days after receiving the material, the MCO may begin to use the material.

MCOs that use materials that have not been approved by HFS may be subject to sanctions as detailed in each Managed Care Contract and by HFS outreach policy and guidelines.
HFS may, at any time, disapprove any marketing and outreach material that the MCO used or distributed prior to receiving HFS' express written approval.

For more information on marketing and outreach, please refer to the HFS Health Plan Marketing and Outreach Guidelines posted at:
https://hfs.illinois.gov/medicalproviders/cc/templateforproviderroffices.html

**Policy History**

**General Contract Monitoring**

**Enrollee Materials Review Process**

| Date | Action | Policy Originator |
|---|---|---|
| April 2018 | Contract Clarification | Laura Ray |
| August 2025 | Updated Policy Language | Jeremy Reeves, Amy Roberts & Adam Lewis |
| April 2026 | Annual Review & Clarification | Jeremy Reeves |

| Policy Revisions | Revision Approved |
|---|---|
| September 2025 | Keshonna Lones, BMC Bureau Chief |
| April 2026 | Jessica Pickens BMC Account Manager Supervisor |