

**Bureau of Managed Care
Managed Care Organizations
Policy / Procedures**

General Contract Monitoring

Enrollee Materials Review Process

All marketing materials that an MCO creates for enrollees must be reviewed and approved by HFS staff prior to release to the public. This includes marketing materials on MCOs' websites.

All marketing materials should be submitted through the [HLTHPinOutreach](#) email address. If the material involves a website, the MCO may submit a link to the specific section that targets enrollees.

HFS staff have thirty (30) 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) days after receiving the material, the MCO may begin to use the material.

HFS may, at any time, disapprove any marketing material that the MCO used or distributed, prior to receiving HFS' express written approval.

For more detailed information on outreach guidelines, please refer to the HFS Health Plan Outreach Guidelines, dated 12/19/17, and the Enrollee preferred provider template.

Policy History
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Date	Action	Policy Originator
April 2018	Contract Clarification	Laura Ray

Policy Revisions	Revision Approved
[revision date]	[name of person who approved revision]