

Health Plan, Inc.

Administrative Services Policy & Procedure

Subject: Review of External Communication
Materials

Line of Business (check all that apply)

Effective Date:

Commercial: FI ; **SF**

Review

Medicaid

Date:

Medicare

Next Review Date:

Document Number: _____

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I. SCOPE:

This document describes the process for review and approval of material intended for external and employee audiences.

II. POLICY:

Health Plan, Inc. will ensure that all materials which are intended for external use are reviewed and approved by appropriate staff, as described in the Procedure sections below.

Materials for external use include, but are not limited to, publications directed at providers, Members, employers, employees, and general marketing/advertising materials.

III. PROCEDURE:

A. Marketing/Advertising Materials

1. Drafts of all proposed marketing or advertising materials will be provided to the Regional Sales Administrative Director. The Sales Administrative Director may consult, where appropriate, with the Regional Compliance Director/Designee, to determine whether the contents of the proposed materials meet applicable regulatory guidelines.
2. The Regional Sales Administrative Director will submit the proposed materials to Corporate Marketing Communications for review and approval.
3. After review, Corporate Marketing Communications will forward the materials to Corporate Legal Services for review and approval.
4. The Regional Sales Administrative Director will act as liaison to coordinate changes necessitated by Health Plan or Corporate review.
5. The Regional Sales Administrative Director will inform Plan staff of approvals of marketing and advertising materials, and the authorization for use.

B. Non-Marketing Materials

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1. Drafts of external communications which are not marketing or advertising in nature will be provided to the Regional Compliance Director/Designee
 2. The Regional Compliance Director/Designee will review materials for compliance with applicable regulatory requirements.
 3. The Regional Compliance Director/Designee will submit materials to Corporate Public Relations, Human Resources, or Legal Services, as appropriate.
 4. The Regional Compliance Director/Designee will act as liaison to coordinate changes necessitated by Health Plan or Corporate review.
 5. The Regional Compliance Director/Designee will inform Plan staff of approvals of materials, and the authorization for use.
- C. In accordance with Administrative Rule XXXXXX, a copy of all materials approved pursuant to this policy will be kept on file in the Regional Compliance Department.