

RCO/ HEALTH HOME OUTREACH AND EDUCATIONAL MATERIALS MINIMUM STANDARDS AND GUIDELINES

The Agency has established minimum standards and guidelines for RCO/Health Home-related documents to be distributed to Medicaid recipients, providers and other stakeholders as well as for other types of communications.

Recipient and Public Communications

Communications in all forms for current or potential enrollees/recipients and the general public are to be reviewed by Medicaid and will be evaluated based on recommended federal guidelines and best practices. Content, organization, cultural competence, readability/usability, layout and other factors will be considered.

Provider Communications

Provider communications that contain information related to provider participation, contracting, compensation or anything that may impact or influence a provider's potential or continuing participation or status within a Medicaid-certified RCO organization or its affiliates is to be submitted for review to the Medicaid Agency. Evaluation of these communications will be limited to content only.

Note: When documents are identified as mixed-use documents (Provider and Recipient or Provider/Public), the requirements of Recipient/Enrollee/Public communications will prevail.

Communications Excluded From Review

Certain documents are excluded from review, to include communications related to internal operations (e.g. fax cover sheets, standard forms, copyrighted materials produced by qualified organizations, employee recruitment and training documents, clinical presentations to clinicians, letterhead, privacy notices and advance directive forms.

Documents excluded from review may still be subject to later review either during a Readiness Review or at any time upon request of the Agency.

If a PRCO is uncertain if a document is reviewable, an informal email request may be sent to Medicaid's Communications Director prior to an informal submission.

Resources

Guidelines, documents and other information related to this process, sample publications and other resources are available on the Agency's website under RCO > Communication Resources or

http://www.medicaid.alabama.gov/CONTENT/2.0_newsroom/2.7.3.7_CommunicationResources.aspx