



# Provider Marketing Guidelines

1. All forms of marketing in a Provider's office must have written consent from the Provider on file with Molina.
2. Molina does not require Provider to distribute Molina-prepared marketing communications to the Member.
3. Molina does not incentivize Providers or provide giveaways to Providers to distribute marketing materials to Molina Members or potential Members.
4. Molina prohibits Providers from soliciting enrollment or disenrollment in a particular Managed Care Organization (MCO) or to distribute MCO-specific materials.
5. Molina is prohibited from providing printed materials to Providers with instructions on how to change a Member to another MCO.
6. Participating Providers who wish to let their patients/Members know of their affiliations with one or more Managed Care Organizations (MCO) must list each MCO with whom they contract.
7. Participating Providers may display and distribute health education materials for all contracted MCOs or they may choose not to display and distribute for any contracted MCOs. Health education materials must adhere to the following guidance:
  - a.) Health education posters cannot be larger than 16 x 24 inches;
  - b.) Children's books, donated by MCOs, must be in common areas; and
  - c.) Materials may include the MCO's name, logo, telephone number and website address.
8. Providers are not required to distribute and/or display all health education materials provided by each MCO with whom they contract. Providers can choose which items to display as long as they distribute items from each contracted MCO and that the distribution and quantity of items displayed are equitable.
9. Providers may display marketing materials for MCOs provided that appropriate notice is conspicuously and equitably posted, in both size of material and type set, for all MCOs with whom/which the Provider has a contract.
10. Providers may display MCO participation stickers but must display stickers for all contracted MCOs or choose not to display stickers for any contracted MCOs.
11. MCO stickers indicating that the Provider participates with a particular MCO cannot be larger than 5 x 7 inches and cannot indicate anything more than "The MCO is accepted or welcomed here."
12. Providers may inform their patients of the benefits, services, and specialty care services offered through the MCOs in which they participate. However, Providers may not recommend one MCO over another, offer patients incentives for selecting one MCO over another, or assist the patient in deciding to select a specific MCO in any way, including, but not limited to, using a phone, computer, or fax machine in the office.
13. On actual termination of a contract with the MCO, a Provider who/that has contracts with other MCOs may notify their patients of the change and the impact of the change on the patient, including the date of the contract termination. Providers must continue to see current patients enrolled in the MCO through the termination date, according to all terms and conditions specified in the contract between the Provider and the MCO.