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Title 22@ Social Security

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Division 3@ Health Care Services

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Subdivision 1@ California Medical Assistance Program

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Chapter 4@ Prepaid Health Plans

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Article 4@ MARKETING, ENROLLMENT AND DISENROLLMENT

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Section 53401@ Marketing on County Premises

53401 Marketing on County Premises

(a)

Counties may allow marketing of prospective PHP members on county premises by a county employee under any one of the following conditions: (1) Marketing is performed under the terms of a demonstration project approved by the Department provided the demonstration project meets the requirements of Section 14411, Welfare and Institutions Code. (2) The county operates the prepaid health plan for which marketing is performed. (3) The county and the prepaid health plan, for which marketing is to be performed, enter into a written agreement. Prepaid health plans shall obtain written departmental approval to enter into such agreements prior to negotiating agreements with a county. (A) Agreements entered into pursuant to (a) (3) shall: 1. Not exceed two years. 2. Describe the relationship between marketing activities and the eligibility process. 3. Be submitted to the Department for approval at least 30 days prior to the proposed effective date of the agreement. (B) Changes to the terms of the agreements, approved by the Department, shall be submitted by the plan to the Department for approval at least 30 days prior to the proposed effective date of the change.

(1)

Marketing is performed under the terms of a demonstration project approved by the Department provided the demonstration project meets the requirements of Section 14411, Welfare and Institutions Code.

(2)

The county operates the prepaid health plan for which marketing is performed.

(3)

The county and the prepaid health plan, for which marketing is to be performed, enter into a written agreement. Prepaid health plans shall obtain written departmental approval to enter into such agreements prior to negotiating agreements with a county.

(A) Agreements entered into pursuant to (a) (3) shall: 1. Not exceed two years. 2.

Describe the relationship between marketing activities and the eligibility process. 3. Be submitted to the Department for approval at least 30 days prior to the proposed effective date of the agreement. (B) Changes to the terms of the agreements, approved by the Department, shall be submitted by the plan to the Department for approval at least 30 days prior to the proposed effective date of the change.

(A)

Agreements entered into pursuant to (a) (3) shall: 1. Not exceed two years. 2. Describe the relationship between marketing activities and the eligibility process. 3. Be submitted to the Department for approval at least 30 days prior to the proposed effective date of the agreement.

1.

Not exceed two years.

2.

Describe the relationship between marketing activities and the eligibility process.

3.

Be submitted to the Department for approval at least 30 days prior to the proposed effective date of the agreement.

(B)

Changes to the terms of the agreements, approved by the Department, shall be submitted by

the plan to the Department for approval at least 30 days prior to the proposed effective date of the change.

(b)

Counties may allow marketing of prospective prepaid health plan members on county premises by a state employee or a prepaid health plan marketing representative under either of the following conditions: (1) Such marketing is performed under the terms of a demonstration project approved by the Department provided the demonstration project meets the requirements of Section 14411, Welfare and Institutions Code. (2) The Department, the county and the prepaid health plan for which marketing is to be performed enter into a written agreement. Such agreement shall be for a period not to exceed two years.

(1)

Such marketing is performed under the terms of a demonstration project approved by the Department provided the demonstration project meets the requirements of Section 14411, Welfare and Institutions Code.

(2)

The Department, the county and the prepaid health plan for which marketing is to be performed enter into a written agreement. Such agreement shall be for a period not to exceed two years.

(c)

All marketing materials and presentations to be used shall be submitted for approval by the Department in accordance with Section 53400.