

53920 Marketing

(a)

Each GMC plan shall limit its marketing activities to printed and illustrated materials, and media advertising. (1) Printed and illustrated materials may be made available to members or prospective members, as follows: (A) By mail. Printing, postage, and any related costs of material mailed to prospective members shall be paid by the GMC plan. Mailings shall be coordinated with the department so that the confidentiality of Medi-Cal beneficiaries is protected. (B) By posting materials in public places. (C) At GMC options presentations, which shall be conducted by the GMC enrollment contractor, pursuant to Section 53923.

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(B)

By posting materials in public places.

(C)

At GMC options presentations, which shall be conducted by the GMC enrollment contractor, pursuant to Section 53923.

(b)

All printed and illustrated materials and media scripts shall be approved in writing by the department prior to distribution to members or prospective members.

(c)

No representative of a GMC plan shall contact prospective members for the purposes of marketing, unless that contact is approved in writing by a coordinated through the department, pursuant to (a)(1)(A), above. However, physicians, dentists, mid-level practitioners, nurses, office staff may discuss GMC plan membership with their patients.