

## **56400 Marketing**

### **(a)**

Each PCCM plan shall ensure compliance with all statutory, regulatory and contractual provisions relating to member enrollment and marketing activities.

### **(b)**

PCCM plan subcontractors shall not enter into any sub-subcontracts for marketing.

### **(c)**

Each PCCM plan shall establish an education program that assures that its marketing representatives have sufficient knowledge about the PCCM plan to explain how it operates to prospective and new members.

### **(d)**

A PCCM plan or marketing representative shall not adopt or utilize any procedure to identify prospective members who have medical or psychiatric problems, other than those specifically excluded from coverage by the PCCM contract, in order to exclude prospective members from enrollment in the PCCM plan.

### **(e)**

Marketing on county premises by PCCM plans is prohibited unless the marketing of prospective members is in accordance with Welfare and Institutions Code sections 14016.5 and 14016.6.