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DOCUMENT HISTORY LOG

STATUS ¹	DOCUMENT REVISION ²	EFFECTIVE DATE	DESCRIPTION ³
Baseline	N/A	September 6, 2010	Initial version of Chapter 3.24 "Medicaid Managed Care Texas Health Steps Outreach Materials Required Critical Elements".
Revision	2.0	November 15, 2014	Revision 2.0 applies to contracts issued as a result of HHSC RFP numbers 529-06-0293, 529-10-0020, 529-12-0002, 529-12-0003, and 529-13-0042. Section I. "Applicability" is updated to include Medicaid Dental.
Revision	2.1	November 15, 2015	Revision 2.1 applies to contracts issued as a result of HHSC RFP numbers 529-10-0020, 529-12-0002, 529-12-0003, 529-13-0042, 529-13-0071, and 529-15-0001. Section I. "Applicability" is updated to include the STAR Kids Program.
Revision	2.2	October 1, 2016	Section II. A. is modified to clarify phone line operating hours. Section II. B. is modified to clarify phone line operating hours. Section II. C. is modified to clarify phone line operating hours. Section II. D. is modified to clarify phone line operating hours. Section II. E. is modified to clarify phone line operating hours. Section II. F. is modified to clarify phone line operating hours. Section II. G. is modified to clarify phone line operating hours. Section II. H. is modified to clarify phone line operating hours.
Revision	2.3	February 1, 2019	Section II "Content of Member Notice Regarding Texas Health Steps Checkups" is modified to reflect the name change from Consumer Information Tool Kit to HHS Brand Guide and add hyperlink to the HHS Brand Guide.

¹ Status should be represented as "Baseline" for initial issuances, "Revision" for changes to the Baseline version, and "Cancellation" for withdrawn versions.

² Revisions should be numbered according to the version of the issuance and sequential numbering of the revision—e.g., "1.2" refers to the first version of the document and the second revision.

³ Brief description of the changes to the document made in the revision.



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Medicaid MCO’s Template Language for Texas Health Steps Outreach Materials

I. Applicability and Purpose of Chapter 3.24

I. Applicability modified by Versions 2.0 and 2.1

This chapter applies to Managed Care Organizations (MCOs) participating in the STAR, STAR+PLUS, STAR Kids, and the STAR Health Programs, and Dental Contractors providing Children’s Medicaid Dental Services to Members through dental health plans (collectively the “Medicaid Programs”). References to “Medicaid” or the “Medicaid Managed Care Program(s)” apply to the STAR, STAR+PLUS, STAR Kids, and STAR Health Programs, and the Medicaid Dental Contractors. The term “MCO” includes health maintenance organizations (HMOs), exclusive provider organizations (EPOs), insurers, Dental Contractors, and any other entities licensed or approved by the Texas Department of Insurance. The requirements in this chapter apply to all Medicaid Programs, except where noted.

This chapter contains text MCOs must use in development of promotional materials that target Texas Health Steps families. This action supports compliance with *Frew, et al. v. Suehs, et al.* (Frew) Civil Action No.3:93CV65, Consent Decree, dated February 1996, and Outreach and Informing Corrective Action Order (CAO), dated September 5, 2007 and modified by court order November 23, 2009, which directs HHSC to:

- Coordinate all Medicaid and child health-focused approaches made by the State and its contractors toward class members and their families.
- Coordinate outreach to avoid conflicting or unnecessarily duplicative messages.

II. Content of Member Notice Regarding Texas Health Steps Checkups

What follows is a menu of template language the MCOs must choose from and use in the development of postcards, brochure, flyers, letters or other outreach materials designed to encourage members to schedule and participate in Texas Health Steps checkups. The template language is to be used in outreach materials addressing the following situations:

- Need for New Member Texas Health Steps Medical Checkup
- Texas Health Steps Medical Checkup Due
- Missed Texas Health Steps Medical Checkup
- Texas Health Steps Medical Checkup Reminder (formerly “overdue”)



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- New Member/60 Day Timeframe for Texas Health Steps Dental Checkup
- Texas Health Steps Dental Checkup Due
- Missed Texas Health Steps Dental Checkup
- Texas Health Steps Dental Checkup Reminder (formerly “overdue”)

MCOs can choose which template language to use in the development of their plan-specific Texas Health Steps materials.

All statements meet HHSC UMCM requirements for 6th grade reading level and use of style and preferred terms from HHS Brand Guide located at <https://hhs.texas.gov/sites/default/files/documents/doing-business-with-hhs/vendor-contract-information/hhs-brand-guide.pdf>

**A. Menu of statements for Materials Regarding Need for New Member
Texas Health Steps Medical Checkup**

II. A. modified by Version 2.2

- Acknowledgement that the child has Medicaid, which includes free Texas Health Steps checkups and health services:
 - “The children named in this letter now have Medicaid health coverage. Because they have Medicaid, your children get free health services. That includes free Texas Health Steps medical and dental checkups.”
- Statement telling parent the child is due for a Texas Health Steps checkup:
 - “Call your children’s doctor today and ask for Texas Health Steps checkups for each child.”
- Statement educating client about the frequency of medical checkups:
 - “Children age 3 years and older need Texas Health Steps medical checkups at least once a year. Babies need these checkups more often than that.”
- Statement telling the client the MCO will send a letter or call (whichever method the MCO uses) them when it’s time for the child’s next Texas Health Steps checkup:
 - “We will send you a letter/call you each time you need to take your children for their next free Texas Health Steps checkups.”
- Explanation of what a Texas Health Steps medical checkup is about and the value of the checkup:
 - “During a Texas Health Steps medical checkup, the doctor will look at your child from head to toe, checking for health problems you may not know about. The doctor will also see if your child is



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growing and developing like other children their age. These checkups can help catch health problems before they get bigger and harder to treat.”

- Help section that mirrors what is used in Texas Health Steps letters. MCOs can add to this list and insert their own phone numbers and hours of operation:
 - “Need help? You can call us toll-free at xxx-xxx-xxxx if you:
 - Need help finding a doctor for your child’s Texas Health Steps medical checkup.
 - Need help setting up a checkup.
 - Have questions about checkups or Texas Health Steps.
 - Need a case manager to help you find and get other services.
 - We can take your call Monday to Friday, 8 a.m. to 5 p.m. [if MCO Member Hotline hours vary, MCO can insert its hours of operation]”
- Statement about free medical transportation:
 - “If you need a free ride or gas money to get to your children’s checkups, Medicaid can help. Call toll-free 1-877-633-8747 (1-877-MED-TRIP). You can call Monday to Friday, 8 a.m. to 5 p.m.”

B. Menu of statements for Materials Regarding a *Child Due for a Texas Health Steps Medical Checkup*

- Statement that links Medicaid and Texas Health Steps checkups and reinforces that the checkups are free:
 - “Your child has Medicaid, so Texas Health Steps checkups are free!”
- Statement telling parent the child is due for a Texas Health Steps checkup:
 - “It’s time for your child to get a free Texas Health Steps medical checkup.”
- Statement explaining benefits of Texas Health Steps checkup:
 - “Texas Health Steps medical checkups help keep your child healthy. The doctor will look at your child from head to toe, checking for health problems you may not know about. The doctor also will see if your child is growing and developing like other children their age.”

II. B. modified by Version 2.2



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- Help section that mirrors what is used in Texas Health Steps letters. MCOs can add to this list and insert their own phone numbers and hours of operation:
 - “Need help? You can call us toll-free at xxx-xxx-xxxx if you:
 - Need help finding a doctor for your child’s Texas Health Steps medical checkup.
 - Need help setting up a checkup.
 - Have questions about checkups or Texas Health Steps.
 - Need a case manager to help you find and get other services.
 - We can take your call Monday to Friday, 8 a.m. to 5 p.m. [if MCO Member Hotline hours vary, MCO can insert its hours of operation]”
- Statement about free medical transportation:
 - “If you need a free ride or gas money to get to your children’s checkups, Medicaid can help. Call toll-free 1-877-633-8747 (1-877-MED-TRIP). You can call Monday to Friday, 8 a.m. to 5 p.m.”

C. Menu of statements for Materials Regarding *Missed Texas Health Steps Medical Checkup*

II. C. modified by Version 2.2

- Statement that clearly states the reason for the mailing:
 - “Your child missed a free Texas Health Steps medical checkup.”
- Statement saying this problem can be resolved and help is available:
 - “You can still set up another date and time for this checkup. We can help.”
- Explanation of what a Texas Health Steps medical checkup is about and the value of the checkup:
 - “During a Texas Health Steps medical checkup, the doctor will look at your child from head to toe, checking for health problems you may not know about. The doctor will also see if your child is growing and developing like other children their age. These checkups can help catch health problems before they get bigger and harder to treat.”
- Statement of clear call to action:
 - “Call your child’s doctor today and ask for a Texas Health Steps checkup.”
- Help section that mirrors what is used in Texas Health Steps letters. MCOs can add to this list and insert their own phone numbers and hours of operation:



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- “Need help? You can call us toll-free at xxx-xxx-xxxx if you:
 - Need help finding a doctor for your child’s Texas Health Steps medical checkup.
 - Need help setting up a checkup.
 - Have questions about checkups or Texas Health Steps.
 - Need a case manager to help you find and get other services.
 - We can take your call Monday to Friday, 8 a.m. to 5 p.m. [if MCO Member Hotline hours vary, MCO can insert its hours of operation]”
- Statement about free medical transportation:
 - “If you need a free ride or gas money to get to your children’s checkups, Medicaid can help. Call toll-free 1-877-633-8747 (1-877-MED-TRIP). You can call Monday to Friday, 8 a.m. to 5 p.m.”

D. Menu of statements for Materials Regarding *Reminder About a Texas Health Steps Medical Checkup (formerly “overdue”)*

- Statement calling attention to the situation and a call to action to set up a Texas Health Steps medical checkup:
 - “Has your child had a Texas Health Steps medical checkup lately? Our records show it may be time to call the doctor and set one up.”
- Explanation of what a Texas Health Steps medical checkup is about and the value of the checkup:
 - “During a Texas Health Steps medical checkup, the doctor will look at your child from head to toe, checking for health problems you may not know about. The doctor will also see if your child is growing and developing like other children their age. These checkups can help catch health problems before they get bigger and harder to treat.”
- Statement of clear call to action:
 - “Call your child’s doctor today and ask for a Texas Health Steps checkup.”
- Help section that mirrors what is used in Texas Health Steps letters. MCOs can add to this list and insert their own phone numbers and hours of operation:
 - “Need help? You can call us toll-free at xxx-xxx-xxxx if you:
 - Need help finding a doctor for your child’s Texas Health Steps medical checkup.
 - Need help setting up a checkup.

II. D. modified by Version 2.2



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- Have questions about checkups or Texas Health Steps.
- Need a case manager to help you find and get other services.
- We can take your call Monday to Friday, 8 a.m. to 5 p.m. [if MCO Member Hotline hours vary, MCO can insert its hours of operation]"
- Statement about free medical transportation:
 - “If you need a free ride or gas money to get to your children’s checkups, Medicaid can help. Call toll-free 1-877-633-8747 (1-877-MED-TRIP). You can call Monday to Friday, 8 a.m. to 5 p.m.”

E. Menu of statements for Materials Regarding *New Member /60 Day Timeframe for Texas Health Steps Dental Checkup*

- Acknowledgement that the child has Medicaid, which includes free Texas Health Steps checkups and health services:
 - “The children named in this letter now have Medicaid health coverage. Because they have Medicaid, your children get free health services. That includes free Texas Health Steps medical and dental checkups.”
- Statement telling parent the child is due for a Texas Health Steps checkup:
 - “Call your children’s dentist today and ask for Texas Health Steps dental checkups for each child.”
- Statement educating client about the frequency of dental checkups:
 - “Children as young as age 6 months and older need Texas Health Steps dental checkups every 6 months.”
- Statement telling the client the MCO will send a letter or call (whichever method the MCO uses) them when it’s time for the child’s next Texas Health Steps dental checkup:
 - “We will send you a letter/call you each time you need to take your children for their next free Texas Health Steps dental checkups.”
- Explanation of what a Texas Health Steps dental checkup is about and the value of the checkup:
 - “During a Texas Health Steps dental checkup, the dentist will look at your child’s mouth, checking for dental problems you may not know about. The dentist will also see if your child’s mouth and teeth are developing like other children their age. These checkups can help catch dental problems before they get bigger and harder to treat.”

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- Help section that mirrors what is used in Texas Health Steps letters. MCOs can add to this list and insert their own phone numbers and hours of operation. MCOs can also forward calls to Texas Health Steps if they do not provide one of these services:
 - “Need help? You can call us toll-free at xxx-xxx-xxxx if you:
 - Need help finding a dentist for your child’s Texas Health Steps dental checkup.
 - Need help setting up a checkup.
 - Have questions about checkups or Texas Health Steps.
 - Need a case manager to help you find and get other services.
 - We can take your call Monday to Friday, 8 a.m. to 5 p.m. [if MCO Member Hotline hours vary, MCO can insert its hours of operation]”
- Statement about free medical transportation:
 - “If you need a free ride or gas money to get to your children’s checkups, Medicaid can help. Call toll-free 1-877-633-8747 (1-877-MED-TRIP). You can call Monday to Friday, 8 a.m. to 5 p.m.”

F. Menu of statements for Materials Regarding a *Child Due for a Texas Health Steps Dental Checkup*

- Statement that links Medicaid and Texas Health Steps checkups and reinforces that the checkups are free:
 - “Your child has Medicaid, so Texas Health Steps checkups are free!”
- Statement telling parent the child is due for a Texas Health Steps checkup:
 - “It’s time for your child to get a free Texas Health Steps dental checkup.”
- Explanation of what a Texas Health Steps dental checkup is about and the value of the checkup:
 - “During a Texas Health Steps dental checkup, the dentist will look at your child’s mouth, checking for dental problems you may not know about. The dentist will also see if your child’s mouth and teeth are developing like other children their age. These checkups can help catch dental problems before they get bigger and harder to treat.”
- Help section that mirrors what is used in Texas Health Steps letters. MCOs can add to this list and insert their own phone numbers and hours

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of operation. MCOs can also forward calls to Texas Health Steps if they do not provide one of these services:

- “Need help? You can call us toll-free at xxx-xxx-xxxx if you:
 - Need help finding a dentist for your child’s Texas Health Steps dental checkup.
 - Need help setting up a checkup.
 - Have questions about checkups or Texas Health Steps.
 - Need a case manager to help you find and get other services.
 - We can take your call Monday to Friday, 8 a.m. to 5 p.m. [if MCO Member Hotline hours vary, MCO can insert its hours of operation]”
- Statement about free medical transportation:
 - “If you need a free ride or gas money to get to your children’s checkups, Medicaid can help. Call toll-free 1-877-633-8747 (1-877-MED-TRIP). You can call Monday to Friday, 8 a.m. to 5 p.m.”

G. Menu of statements for Materials Regarding *Missed Texas Health Steps Dental Checkup*

II. G. modified by Version 2.2

- Statement that clearly states the reason for the mailing:
 - “Your child missed a free Texas Health Steps dental checkup.”
- Statement saying this problem can be resolved and help is available:
 - “You can still set up another date and time for this checkup. We can help.”
- Explanation of what a Texas Health Steps dental checkup is about and the value of the checkup:
 - “During a Texas Health Steps dental checkup, the dentist will look at your child’s mouth, checking for dental problems you may not know about. The dentist will also see if your child’s mouth and teeth are developing like other children their age. These checkups can help catch dental problems before they get bigger and harder to treat.”
- Help section that mirrors what is used in Texas Health Steps letters. MCOs can add to this list and insert their own phone numbers and hours of operation. MCOs can also forward calls to Texas Health Steps if they do not provide one of these services:
 - “Need help? You can call us toll-free at xxx-xxx-xxxx if you:
 - Need help finding a dentist for your child’s Texas Health Steps dental checkup.



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- Need help setting up a checkup.
- Have questions about checkups or Texas Health Steps.
- Need a case manager to help you find and get other services.
- We can take your call Monday to Friday, 8 a.m. to 5 p.m. [if MCO Member Hotline hours vary, MCO can insert its hours of operation]”
- Statement about free medical transportation:
 - “If you need a free ride or gas money to get to your children’s checkups, Medicaid can help. Call toll-free 1-877-633-8747 (1-877-MED-TRIP). You can call Monday to Friday, 8 a.m. to 5 p.m.”

H. Menu of statements for Materials Regarding *Reminder About a Texas Health Steps Dental Checkup (formerly “overdue”)*

- Statement calling attention to the situation and a call to action to set up a Texas Health Steps dental checkup:
 - “Has your child had a Texas Health Steps dental checkup lately? Our records show it may be time to call the doctor and set one up.”
- Explanation of what a Texas Health Steps dental checkup is about and the value of the checkup:
 - “During a Texas Health Steps dental checkup, the dentist will look at your child’s mouth, checking for dental problems you may not know about. The dentist will also see if your child’s mouth and teeth are developing like other children their age. These checkups can help catch dental problems before they get bigger and harder to treat.”
- Help section that mirrors what is used in Texas Health Steps letters. MCOs can add to this list and insert their own phone numbers and hours of operation. MCOs can also forward calls to Texas Health Steps if they do not provide one of these services:
 - “Need help? You can call us toll-free at xxx-xxx-xxxx if you:
 - Need help finding a dentist for your child’s Texas Health Steps dental checkup.
 - Need help setting up a checkup.
 - Have questions about checkups or Texas Health Steps.
 - Need a case manager to help you find and get other services.

II. H. modified
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- We can take your call Monday to Friday, 8 a.m. to 5 p.m. [if MCO Member Hotline hours vary, MCO can insert its hours of operation]”
 - Statement about free medical transportation:
 - “If you need a free ride or gas money to get to your children’s checkups, Medicaid can help. Call toll-free 1-877-633-8747 (1-877-MED-TRIP). You can call Monday to Friday, 8 a.m. to 5 p.m.”