



<b>HHSC UNIFORM MANAGED CARE MANUAL</b>	CHAPTER <b>4.15</b>	PAGE <b>1 of 5</b>
	EFFECTIVE DATE <b>November 15, 2018</b>	

  

<b>Marketing Glossary of Terms</b>	<b>Version 2.1</b>
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**DOCUMENT HISTORY LOG**

STATUS <sup>1</sup>	DOCUMENT REVISION <sup>2</sup>	EFFECTIVE DATE	DESCRIPTION <sup>3</sup>
Baseline	2.0	September 1, 2016	Initial version of Uniform Managed Care Manual Chapter 4.15 "Marketing Glossary of Terms."  Chapter 4.15 applies to contracts issued as a result of HHSC RFP numbers X29-08-0001, X29-10-0020, X29-12-0002, X29-12-0003, X29-13-0042, X29-13-0042, X29-13-0071, and X29-15-0001.
Revision	2.1	November 15, 2018	"Cold Call Marketing" is modified to add email to the types of unsolicited personal contact.  "Marketing" definition is added.  NorthSTAR program references are deleted.

  

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represented as "Baseline" for initial issuances, "Revision" for changes to the Baseline version, and "Cancellation" for withdrawn versions

<sup>2</sup> 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.

<sup>3</sup> Brief description of the changes to the document made in the revision.



<p align="center"><b>HHSC UNIFORM MANAGED CARE MANUAL</b></p>	<p align="center">CHAPTER <b>4.15</b></p>	<p align="center">PAGE <b>2 of 5</b></p>
<p align="center"><b>Marketing Glossary of Terms</b></p>	<p align="center">EFFECTIVE DATE <b>November 15, 2018</b></p>	
	<p align="center"><b>Version 2.1</b></p>	

**I. Applicability of Chapter**

This Chapter applies to Managed Care Organizations (MCOs) participating in the STAR, STAR+PLUS, Children's Health Insurance Program (CHIP), STAR Health, and STAR Kids Programs and Dental Contractors providing Children's Medicaid Dental Services (CMDs) and CHIP Dental Services. 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 (TDI).

**II. Purpose**

This Chapter defines terms used throughout UMCM Chapter 4 Marketing Policies and Procedures.

**III. Glossary of Terms**

The terms below are specifically used within UMCM Chapter 4. Please refer to the HHSC Uniform Managed Care Contract, Attachment A, "Uniform Managed Care Terms and Conditions," Article 2, Definitions, for terms not defined in this Glossary.

**A**

**AGENT** – An entity that solicits or conducts Marketing or research on behalf of an MCO or takes or transmits any Applications for insurance coverage.

**APPLICATION** – The application that determines eligibility in the CHIP and Medicaid Managed Care Programs. Eligibility is determined through the HHSC Office of Eligibility Services (OES).

**C**

**COLD CALL MARKETING** – Any unsolicited personal contact with a Potential CHIP or Medicaid Managed Care Member by the MCO, an employee of the MCO, its providers, subcontractors, or Agents for the purpose of Marketing. Cold Call Marketing includes, without limitation:

- o Unsolicited personal contact with a Potential Member outside of an Enrollment Event, such as door-to-door, email, or telephone Marketing. Telephone Marketing includes text messages.
- o Marketing events at an employer-sponsored enrollment event where employee participation is mandated by the employer.
- o Any other personal contact with a Potential Member if the Potential Member has not initiated the contact with the MCO.

**COMMON AREAS** – Any area in a provider's facilities accessible to the general public. Common Areas include, without limitation: reception areas, waiting rooms, hallways.

**D**



<b>HHSC UNIFORM MANAGED CARE MANUAL</b>	<small>CHAPTER</small> <b>4.15</b>	<small>PAGE</small> <b>3 of 5</b>
<b>Marketing Glossary of Terms</b>	<small>EFFECTIVE DATE</small> <b>November 15, 2018</b>	
	<b>Version 2.1</b>	

**DIRECT MAIL MARKETING** – Any materials sent to Potential Members by the MCOs or their Agents, subcontractors, or providers through U.S. mail or any other direct/indirect delivery method.

## E

**EDUCATIONAL EVENT** – A scheduled event in which there is a specific topic of discussion designed to provide health-related educational information that promotes a healthier lifestyle.

**ENROLLMENT EVENT** – An event hosted by the HHSC ASC that Medicaid Potential Members are expected to attend. An Enrollment Event may either be a Medicaid Managed Care Enrollment Event, for which all MCOs are invited to attend, or it may be an Exclusive Medicaid Managed Care Enrollment Event, for which no MCOs are invited to attend. Program information offered at events includes: STAR, STAR+PLUS, and STAR Kids Programs, Medicaid Dental, CHIP and CHIP Dental.

**ENROLLMENT FORM** – A form provided to a Medicaid/CHIP Managed Care eligible client to select an MCO.

**EXCLUSIVE MEDICAID MANAGED CARE ENROLLMENT EVENT** – An event hosted only by the HHSC ASC where Members receive enrollment information about benefits and services.

**EXTRA MEMBER BENEFIT** - A benefit or service offered by the MCO to its current Members which is not a Medicaid/CHIP covered benefit or service or a Value-added Service that is offered specifically to current MCO Members.

## G

**GIVEAWAYS** – Any promotional item offered by an MCO to Members or Potential Members, including door prizes and gift cards.

## H

**HEALTH FAIR** – An event designed to promote the health and wellness of individuals.

**HEALTH STATUS** – The state of health of an individual or population.

## I

**INCENTIVES** – Any form of financial compensation, travel or transportation reimbursement, child care services, or similar items offered to Members or Potential Members.

## M

**MANAGED CARE** – A system in which a single provider or organization oversees the overall care of a patient.

**MARKETING** - Any communication from the MCO to a Medicaid or CHIP Eligible who is not enrolled with the MCO that can reasonably be interpreted as intended to influence the Eligible to:

- o Enroll with the MCO; or
- o Not enroll in, or to disenroll from, another MCO.



<b>HHSC UNIFORM MANAGED CARE MANUAL</b>	CHAPTER <b>4.15</b>	PAGE <b>4 of 5</b>
<b>Marketing Glossary of Terms</b>	EFFECTIVE DATE <b>November 15, 2018</b>	
	<b>Version 2.1</b>	

**MARKETING COMPLAINT FORM** – Used to report a violation of the Marketing and Member Materials Policy to HHSC.

**MARKETING MATERIALS** – Materials produced in any medium by or on behalf of the MCO and intended to market to Potential Members. Health-related Materials are not Marketing Materials.

**MARKETING AND MEMBER MATERIALS POLICY** – The policies that govern acceptable Marketing activities for MCOs participating in the CHIP and Medicaid Managed Care Programs.

**MASS COMMUNICATION** – Materials directed or distributed to all or a large group of Members including, but not limited to, the complete version of the Member Handbook(s) including inserts/addendums; the Provider Directory when provider search functionality is not an option; the Evidence of Coverage (EOC); the Notice of Privacy Practice (NOPP); and the Provider Manual including inserts/addendums.

**MCO EXCLUSIVE EVENT** – An event organized by an MCO in which other MCOs cannot participate.

**MEDICAID MANAGED CARE ENROLLMENT EVENT**– An event coordinated by the HHSC ASC, open to all Medicaid Managed Care MCOs. They are designed for marketing, enrollment, and education regarding Medicaid Managed Care Programs and to distribute Applications.

**MEDICAID OTHER EVENT**– An event other than a Medicaid Managed Care Enrollment Event or an Exclusive Enrollment Event. Includes MCO Organized Events, Community Events, Health Fairs, and Educational Events.

**MEDICARE ADVANTAGE** – A plan offered by a private company that contracts with Medicare to provide Members with all the Member’s Medicare Part A and Part B benefits.

**MEMBER MATERIALS** – Materials produced in any medium by or on behalf of the MCO for distribution to its current Members. Health-related Materials are not Member Materials.

**MEMBER ORIENTATION** – An introduction to benefits and services available to the Member.

**MONETARY COMPENSATION** - Compensation in the form of cash or check. Monetary compensation may affect a Member's Medicaid eligibility.

## N

**NAME RECOGNITION** – Any material that mentions the MCO name, MCO toll-free number, MCO logo, and/or MCO website without any reference to the MCO's CHIP and/or Medicaid Managed Care Programs, benefits, or Value-added Services.

**NON-MONETARY COMPENSATION** – Compensation in any form other than cash or check.

**NURSING FACILITIES ACTIVITIES EVENT** – An activities event held at a Nursing Facility by the MCO in which the MCO members are invited by the Nursing Facility activities director or representative to attend.

## O

**OFFENSIVE MATERIALS** - Any language or image that is vulgar, discriminatory, or threatening.



<b>HHSC UNIFORM MANAGED CARE MANUAL</b>	CHAPTER <b>4.15</b>	PAGE <b>5 of 5</b>
<b>Marketing Glossary of Terms</b>	EFFECTIVE DATE <b>November 15, 2018</b>	
	<b>Version 2.1</b>	

**OUTREACH** – The act of working in the community or developing materials to share information about CHIP and Managed Care Programs with Potential Members.

**P**

**PLAN-SPECIFIC** – Materials developed to promote the MCO’s benefits and services.

**POTENTIAL MEMBER** – A CHIP or Medicaid Managed Care Program Member who has not yet been enrolled into an MCO and is eligible for benefits and services from an MCO.

**PUBLIC ASSISTANCE OFFICE** – A location at which a person can apply for or receive Medicaid and Women, Infants, and Children (WIC) public assistance.

**S**

**SOCIAL MEDIA** – Websites, applications, and other forms of electronic communication that enable users to create online communities to share information, ideas, personal messages, and other content such as videos and photos.

**SOCIAL MEDIA ACTIVITY** – The action of sharing information or images on a SOCIAL MEDIA account by the MCO, a Potential Member, or a Member. This includes, but is not limited to, posts, comments, questions, images, and videos.

**SPAM** – An unwanted, disruptive commercial message posted on a computer network or sent by e-mail.

**SPAMMING** – Flooding the Internet with copies of the same message, in an attempt to force the message on people who would not otherwise choose to receive it. There are two principal types of Spamming, and they have different effects on Internet users.

- Usenet Spamming is a single message sent to 20 or more Usenet newsgroups. Usenet Spamming is aimed at “lurkers” people who read newsgroups but rarely or never post and give their addresses away. Usenet Spamming robs users of the utility of the newsgroups by overwhelming them with a barrage of advertising or other irrelevant posts.
- E-mail Spamming targets individual users with direct mail messages. Scanning Usenet postings, stealing Internet mailing lists, or searching the Web for addresses often creates e-mail Spamming lists.