

Introduction

This is a guide for Medicaid member material reviews submitted by managed care entities (MCEs). **Please note:** All member materials, regardless of submission status, must comply with OAR, CFR and Contract requirements.

No review needed

- Internal operations documents, like talking points or process steps, unless it is a specific contract deliverable. (See next page)
- General reference documents that the MCE (or its subcontractor) did not create, like a CMS guide to Medicare or pamphlet from the American Heart Association.
- Other general documents or general messaging not explicitly intended for an Oregon Health Plan (OHP) audience.
- Changes to contact information or small formatting changes on documents that have been previously approved within the last 6 months.
- Newsletters, news articles, blog posts unrelated to OHP benefits or changes, like wellness tips.
- Social media messaging and graphics that are not marketing or advertisements.

File and use

- Newsletters, news articles, blog posts related to OHP benefits or changes.
- Major changes to member portals or member landing pages. Please submit screenshots.
- Emergency documents, like wildfire health and safety information.

Review needed

- Mass text messages and emails
- Robocall scripts
- Video scripts
- Letters to members
- Member postcards, self-mailers, handouts and flyers
- Member guides, handbooks
- Marketing or advertising intended for members/potential members, like bus wraps, billboards, graphics.
- Documents in this category that were approved more than 6 months ago.
- Other materials intended for OHP members or potential members.

Review timeframes

MCEs can expect the following review timeframes:

- Regular submissions: Up to 45 days.
- Expedited submissions: Up to 15 days.
- Emergency submissions: Up to 4 days.

File and use

All submissions marked “file and use” are subject to periodic audits to validate compliance. If a “file and use” document is not compliant, the MCE will be asked to make edits and resubmit.

Resubmissions

For documents approved after May 2020, please follow these guidelines:

No resubmission needed

- Document was approved within last 6 months, or
- Contact information or date changes; minor formatting changes.

Resubmission needed

- Document was approved more than 6 months ago, or
- Changes to messaging.

Contract deliverables vs. standard materials

Contract deliverables should be submitted according to published guidance from the CCO or DCO Contract Administrator. Most deliverables should be submitted via email. Please see the deliverable guidance posted quarterly on the [Contract Announcements](#) page.

Using subcontractor materials

- Subcontractor materials must be branded or co-branded with MCE. OHP materials that are not MCE branded or co-branded are not acceptable.
- Materials intended for the OHP audience should follow normal submission guidelines and meet compliance requirements.

Submitting the same document for more than one plan

- If documents are identical, excluding contact information and branding, approval can be applied to all documents.
- SharePoint submissions must clearly state which plans the document applies to and note any differences in publish or mail dates.

Last updated: September 14, 2021