



Marketing and Member Communications Request for Approval

Submitting Health Plan

Submitter's Name:

Date of Submittal:

Standard Review: Yes No Expedited Review: Yes No

- If expedited: Why?
- Standard (std) or Expedited (exp) should be indicated in Subject line when submitting to EOHHS
- **Subject line Naming convention:**
Mktg_<Plan>_<std or exp>_<Document Name _Document #>

Request #:

Title of Document:

Who is the intended audience?

When will this communication be distributed?

Will there be any giveaways? Yes No

- If yes, what type and of what value?

Brief description of communication:

Confirmation that following documents will be attached to communication when sent out: OCR/

Nondiscrimination Language: Yes No

Appeal Rights: Yes No

Babel Language: Yes No

Is this a monthly, quarterly or annual communication? Yes No

Is this a Model Document (Appeal letters, Handbook etc.) Is this an ad hoc MMP communication? Yes No

Is this a Survey (HEDIS, CHAPS, NCQA)? Yes No

Is this communication written at the 6.5th grade reading level? Yes No

Is this a RESUBMITTED document? Yes No

(original material rejected by EOHHS or withdrawn by Plan)

If rejected by EOHHS, please resubmit with Notice of RI EOHHS Approval, Conditional Approval, or Rejection of MCO Marketing & Member Communications Request for Approval Face Sheet and indicate any edits, additions/deletions to the original document.