

Marketing Material Submission

Producers are required to submit to Health Net all marketing material created and intended for use in meetings with Medicare beneficiaries for approval prior to their use. All material developed must be consistent with CMS Medicare Marketing Guidelines referenced in Chapter 3 of the Medicare Managed Care Manual, Section 90 - The Marketing Review Process.

- Producer submits marketing material to Health Net via email at MedicareMktgReview@healthnet.com along with the following information:
 - a. If marketing material is a revision (if a revision, provide prior material's material ID number)
 - b. Medium that marketing material will be used (e.g. newspaper ad, flyer, poster, direct mail)
 - c. Geographic area marketing material will be distributed (to determine Plan Benefit Package numbers)
 - d. Proposed distribution date
 - e. Target Audience (Prospects, Current Members)
 - f. Description of marketing material (including purpose of the material)

Marketing Material Submission (cont.)

- Producer will be notified via email of any edits required and provided instruction for resubmission of marketing material.
- Once Health Net Compliance Department or CMS approval obtained, Producer will be notified that they may proceed with use of the marketing material, including the first date of approved distribution.
- Producers may not utilize any material until Health Net has provided its express written approval of the material to be placed into use.

Note: Marketing materials developed on behalf of Health Net must adhere to CMS record retention requirements:

- CMS guidance requires retention of documents (i.e. books, records, documents, etc.) for a period of ten (10) years.

Marketing Material Submission (cont.)

Health Net may periodically request copies of Producer marketing materials that have been used to ensure only CMS approved materials are being used and that the CMS/Health Net approved content was not modified by the Producer. Additionally, a random audit of Producer and Sales Entity websites may be conducted to ensure the most current HN and CMS approved materials are being used in accordance with HN policies and procedures.

NOTE: When developing marketing materials, materials should not mislead or confuse beneficiaries by words, symbols, logos or terminology that would imply or give the false impression they are endorsed/approved/authorized by Medicare or any other federal agency or program. In addition, the materials should include accurate terminology and timelines set forth by CMS or any other federal agency referenced

