

## Marketing Materials

Effective July 1, 2016, review and approval of marketing and promotional materials will transition to Magellan. Providers must comply with marketing requirements per administrative code 12VAC30-130-2000. Provider marketing and promotional materials, including but not limited to, written materials, television, radio, websites, and social media may only be distributed based on the service locations approved within the license issued by the Office of Licensing at the Department of Behavioral Health and Developmental Services (DBHDS) and must provide the following:

- Clear, written descriptions of the Medicaid or FAMIS behavioral health service
- Eligibility requirements for the service
- Applicable fees and other charges
- All other necessary information for beneficiaries and their families to make an informed decision about enrollment into the service

Providers must receive approval from Magellan for all marketing materials and any changes prior to use or dissemination. This applies only to providers of community based mental health services listed in the Community Mental Health Rehabilitative Services (CMHRS) manual and Early Periodic Screening, Diagnostic, and Treatment (EPSDT) supplement. **Any efforts to mislead, confuse, or defraud potentially eligible members or misrepresent the service being offered is prohibited and could result in Magellan network contract termination if the marketing plan was not approved in writing by Magellan.**

To ensure compliance with these requirements, the provider shall submit to Magellan a complete marketing plan. This may be submitted along with any marketing and informational materials for Magellan review via fax or email at the information below

Email: [VAMarketing@magellanhealth.com](mailto:VAMarketing@magellanhealth.com)

Fax: 1-888-656-1409

Once submitted, Magellan will review and approve, pend, or reject marketing material within 30 calendar days of receipt of the request. For detailed information regarding Marketing and Promotional Material/Activity requirements and prohibited marketing and outreach activities please review the Community Mental Health and Rehabilitative Services manual at link below:

[www.viriniamedicaid.dmas.virginia.gov](http://www.viriniamedicaid.dmas.virginia.gov)