



Managed Mental Health Care Organization for Coos, Curry, Jackson, Josephine, and Klamath Counties
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Marketing and Outreach Policy and Procedures

Approval Date: [Board Approved – June 3, 2011](#)
State Approved:

Revision History:

I. POLICY DESCRIPTION

The purpose of this policy is to ensure a consistent method for marketing and outreach to JBH members. The following procedures set forth in this policy should serve as a tool to assist JBH staff, Participating Provider agency staff, OHP Members and/or their Representatives, stakeholders, and regional and/or allied agencies in marketing and outreach guidelines.

II. APPLICABILITY

For the purposes of this policy, the term Jefferson Behavioral Health (JBH) includes the Jefferson Behavioral Health staff and its authorized representatives. JBH shall follow this policy as it applies to the OHP mental health services governed by the OHP Mental Health Organization Contract between the State of Oregon and JBH. Contractors and subcontractors follow this policy to the extent that it applies to the mental health services that they provide to JBH Members. The responsibilities outlined in this policy shall also include, but not be limited to, the Local Mental Health Authorities (LMHA) in the JBH service area and any agency delegated with the responsibility for managing mental health services for JBH members in the LMHA's county.

III. POLICY AND PROCEDURE

JBH will ensure that OHP Members and Potential OHP Members receive information to help them understand the requirements and benefits available to them. JBH shall have information available for Potential OHP Members to assist them in making an informed decision about Enrollment with JBH. JBH shall ensure that staff activities and written materials are accurate and available in both oral and written format and do not intentionally mislead, confuse, or defraud OHP Members or Potential OHP Members about options available through JBH.

Statements that will be considered inaccurate, false, or misleading include, but are not limited to, any assertion or statement (whether written or oral) that the OHP Member must enroll with JBH in order to obtain benefits or in order not to lose benefits; or that JBH is endorsed by CMS, the federal or state government, or similar entity. Pursuant to OAR 410-141-0270, JBH shall

cooperate with DHS in developing written materials to be included in OHP application packets. JBH and its participating providers shall not initiate, contact or market independently to Potential OHP Members in an attempt to influence an individual's Enrollment with JBH, without the express written consent of DHS.

Pursuant to OAR 410-141-0270(1), and as defined in OAR 410-141-0000 JBH and its participating providers may not conduct, directly or indirectly, door-to-door, telephonic, mail or other cold call marketing practices to entice Potential OHP Members to enroll with JBH, or to not enroll with another Contractor.

JBH and its participating providers shall not seek to influence an individual's Enrollment with JBH in conjunction with the sale of any other insurance. JBH and its participating providers may engage in activities intended to Provide Outreach to JBH's enrolled OHP Members for the purpose of enhancing mental health promotion or education within the JBH Service Area. JBH shall submit to DHS, for review and approval, all written marketing materials to OHP Members or Potential OHP Members that reference benefits and/or coverage. Marketing material shall be made available to all OHP Members, or Potential OHP Members, within JBH's Service Area. Marketing materials expressly for the purpose of mental health promotion, education or Outreach do not require prior approval.