



**PART I: Policy**  
**Marketing and Outreach**

**Policy No.:**

**Supersedes:**

**None**

**Effective Date:**

**June 26, 2006**

**Approved by:**

**Date:**

## **I. POLICY DESCRIPTION**

The purpose of this policy is to establish consistent methods for JBH and its Participating Providers to conduct marketing and outreach efforts to its Oregon Health Plan (OHP) Members.

This policy should serve as a standard for Jefferson Behavioral Health (JBH) staff, Provider agency staff, OHP Members and/or their Representatives, stakeholders, and regional and/or allied agencies in providing the most expeditious, least formal and least costly process for resolving specific concerns about any aspect of service provided by or through Jefferson Behavioral Health.

## **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 Mental Health Organization Agreement between the State of Oregon and JBH. Participating Providers shall 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 non-inpatient mental health services for JBH members in the LMHA's county.



**JEFFERSON  
BEHAVIORAL  
HEALTH**

Managed Mental Health Care Organization for Coos, Curry, Douglas, Jackson, Josephine, and Klamath Counties

**PART II: PROCEDURES  
Marketing and Outreach**

<b>Policy No.:</b>	<b>Supersedes:</b>  <b>None</b>
<b>Effective Date:</b>  June 26, 2006	
<b>Approved by:</b>	
<b>Date:</b>	

**I. PROCEDURE**

**1. Marketing Requirements**

- a. JBH shall develop a mechanism for OHP Members and Potential Enrollees to receive information that will help them understand the requirements and benefits available to them.
- b. JBH shall have information available for Potential Enrollees to assist them in making an informed decision about enrollment with JBH.
- c. JBH shall ensure that staff activities and written materials are accurate and do not intentionally mislead, confuse, or defraud OHP Members or Potential Enrollees 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 the Centers for Medicare and Medicaid Services (CMS), the federal or state government, or a similar entity.

**2. Development and Dissemination of Marketing Materials**

- a. JBH shall cooperate with OMHAS in developing written materials to be included in the OHP Medicaid Demonstration Project and the State Children's Health Insurance Program application packets.

- b. JBH shall act and market its materials in a morally and ethically sound manner that does not attempt to influence an individual's enrollment with JBH.
- c. JBH's marketing materials shall be intended to provide outreach to JBH's enrolled OHP Members for the purpose of enhancing mental health promotion or education within JBH's Service Area.
- d. JBH shall submit to OMHAS, for review and approval, all written marketing materials for OHP Members or Potential Enrollees that reference benefits and/or coverage.
- e. Marketing materials shall be made available to all OHP Members, or Potential Enrollees, within JBH's Service Area.
- f. Marketing materials expressly intended and developed for the purpose of mental health promotion, education or outreach do not require prior approval from OMHAS.

### **3. Outreach Services**

- a. JBH shall provide services located away from the service provider's office, clinic or other place of business in an effort to identify or serve OHP Members, who might not otherwise obtain, keep or benefit from usual appointments or have access to mental health information.
- b. Outreach services may include, but are not limited to, community-based visits with an OHP Member in an attempt to engage him or her in Medically Appropriate treatment, or providing Medically Appropriate treatment in a setting more natural or comfortable for the OHP Member.