

<b>CHELAN-DOUGLAS RSN/PHP POLICY AND PROCEDURE MANUAL</b>		Chapter:	1.6.2
Title:	INTRODUCTION AND ADMINISTRATIVE POLICIES	Page:	1 of 2
		Date Effective:	July 1, 2002
Subject:	MARKETING OF MENTAL HEALTH SERVICES TO MEDICAID ELIGIBLE PERSONS	Date Revised:	May 18, 2002
		Authorizing Signature:	

**AUTHORITY:** Guiding Principle(s): Consumer Focused, Holistic/Humanitarian, Accessible, Normalizing/Non-Stigmatizing, Responsive, Effectively Managed  
Chelan-Douglas Regional Support Network/Prepaid Health Plan contracts  
WAC 388-865-0330

**SCOPE:** This policy applies to Chelan-Douglas Regional Support Network/Prepaid Health Plan (CDRSN/PHP) and its contractors (agencies/providers), and subcontractors (referred to as contractors or agencies or providers throughout this policy).

**PURPOSE:** This policy describes the role and responsibilities of CDRSN/PHP contractors in providing Medicaid eligible persons with information so that they are aware of available mental health services and how to access them.

**DEFINITIONS:** n/a

**POLICY:**

A. The CDRSN/PHP providers will develop and submit marketing/education plans to the CDRSN/PHP within time frames in their contracts. The CDRSN/PHP will develop and submit a marketing/education plan to the Mental Health Division within time frames in its contract with MHD. Plan shall, at a minimum, include information on the following:

1. Client rights and responsibilities;
2. The service recipient's right to disenroll;
3. Cross-system linkages;
4. Access to mental health services for diverse populations, including other languages than English;
5. Use of media;
6. Stigma reduction;
7. Subcontractor participation and involvement;
8. Plan for evaluation of marketing strategy;
9. Procedures and materials, and any revisions thereof; and

10. Maintain listings of providers with toll-free numbers in the telephone and other public directories of the service area.
- B. Describe services and hours of operations through brochures and other materials and other methods of advertising.
  - C. Assure that the materials and methods are effective in reaching people who may be visually impaired, have limited comprehension of written or spoken English, or who are unable to read. At a minimum, all written materials generally available to services recipients shall be translated to the most commonly used languages in the service area.
  - D. Post and otherwise make information available to clients about Ombuds services and local advocacy organizations that may assist clients in understanding their rights.
  - E. Ensure distribution of written educational material(s) to clients, allied systems, and local community resources including;
    1. Annual brochure(s) containing educational material on major mental illnesses and the range of options for treatment, supports available in the system, including medication and formal psychotherapies, as well as alternative approaches that may be appropriate to age, culture, and preference of the services recipient.
    2. Information regarding the scope of available benefits (e.g., inpatient, outpatient, residential, employment, community support).
    3. Service locations.
    4. Crisis response services.
    5. Service recipients' responsibilities with respect to out-of-area emergency services, unauthorized care, non-covered services, complaint processes, grievance procedures, and other information necessary to assist in gaining access.
  - F. Ensure marketing plans, procedures, and materials are accurate and do not mislead, confuse, or defraud the service recipient.

SEE ALSO: Glossary of Terms and Acronyms