



TOBY DOUGLAS
DIRECTOR

State of California—Health and Human Services Agency
Department of Health Care Services



EDMUND G. BROWN JR.
GOVERNOR

DATE: January 1, 2013

TO: ALL MEDI-CAL DENTAL MANAGED CARE PLANS

SUBJECT: **APL 13-010: Clarification on Exhibit A, Attachment 17; Provision C – Marketing Plan**

This All Plan Letter (APL) is effective January 1, 2013 for the Geographic Managed Care Contract and July 1, 2013 for the Prepaid Health Plan Contract. The purpose of this APL is to clarify to all contracted Medi-Cal Dental Managed Care (DMC) Plans of their contractual responsibilities regarding the Marketing Plan. These responsibilities are explained in Exhibit A, Attachment 17; Provision C of the contract.

If the contractor does not conduct marketing activities, contractor should submit a formal letter, every calendar year, stating that it does not conduct marketing activities. This letter is to be submitted no later than thirty (30) calendar days after the beginning of the calendar year.

If during the contract period DHCS finds that the plan has been conducting marketing activities without a marketing plan in place, DHCS will order all new enrollment, including default enrollment, and marketing activities to cease immediately. DHCS will determine when new enrollment or default enrollment will begin again, and if the plan wishes to still conduct marketing activities, a marketing plan must be in place before activities can resume.

If you have questions, comments, or issues concerning this letter please contact the DHCS staff listed for this section in the DHCS Contact Spreadsheet located in APL 13-011.

Sincerely,


Alisha Sipin, Chief
Dental Managed Care Contracts & Analysis Unit
Medi-Cal Dental Services Division