



Normative Letter 18-1205-A (Amended)

November, 5, 2019

To: All Managed Care Organizations (MCOs) contracted to offer services under the Government Health Plan Program (the "Vital" program)

Re: Amendment Provider Marketing Materials - Marketing and Educational Materials - Marketing Activity Guides

This Normative Letter amends Normative Letter 18-1205 dated December 5, 2018 related to the guidelines for the evaluation of content, image, development and distribution of materials used for marketing, promotion and press that directly or indirectly affect Plan Vital beneficiaries. As of November 5, 2019, the following provisions shall be amended as follow:

(...)

IV. Provider Marketing Materials:

MCOs are responsible for ensuring that not only its marketing activities, but also the marketing activities of its Subcontractors and Providers, meet the above requirements. All Subcontractors and Provider marketing materials must comply with the requirements of this Letter but will not be submitted to PRHIA for approval. MCOs shall provide for equitable distribution of all marketing materials without bias toward or against any group. Although prior approval of Subcontractor and Provider marketing materials is not required, in the event such materials are found in violation of these guidelines, they are subject to cause and desist orders and/or other applicable sanctions by PRHIA. Providers and Subcontractors may submit marketing materials to PRHIA for consultation if submitted with 30 days prior notice to publication.

(...)

We expect strict compliance with these guidelines.

Cordially,

Yolanda García Lugo
Acting Executive Director