



101 MARKETING

REVISION DATE: 4/29/2020

EFFECTIVE DATE: October 1, 2019

REFERENCES: DDD Operations Policy 404, AdSS Operations Policy 101

Marketing is defined as any communication from the Division of Developmental Disabilities (DDD) to a member not enrolled with the Division that can reasonably be interpreted as intended to influence the member to enroll with the Division, or to not enroll or disenroll with another Contractor's Medicaid product as described in 42 CFR 438.104. Marketing does not include communication to any Medicaid member about a Qualified Health Plan, as defined in 45 CFR 155.20. For the purposes of this Policy, Marketing contrasts with Member Information found in DDD Policy 404, which addresses requirements and restrictions for the Division related to member and potential member information and activities.

The Division is the sole contractor with AHCCCS for providing Medicaid services to individuals with Developmental Disabilities. As the sole contractor, the Division does not engage in Marketing as defined by AHCCCS. See *Division Operations Policy 404 – Member Information Material* and *AdSS Operations Policy 101 – Marketing* for more information.