

**Government Business Division  
Policies and Procedures**

<b>Section (Primary Department)</b> Health Education		<b>SUBJECT (Document Title)</b> Members' and Practitioners' Requests for Health Education Materials - CA	
<b>Effective Date</b> 12/08/1997	<b>Date of Last Review</b> 12/18/2023	<b>Date of Last Revision</b> 01/13/2023	<b>Dept. Approval Date</b> 12/18/2023
<b>Department Approval/Signature:</b>			

**Policy applies to health plans operating in the following State(s). Applicable products noted below.**

<b>Products</b>	<input type="checkbox"/> Arkansas	<input type="checkbox"/> Iowa	<input type="checkbox"/> Nevada	<input type="checkbox"/> Tennessee
<input checked="" type="checkbox"/> Medicaid/CHIP	<input checked="" type="checkbox"/> California	<input type="checkbox"/> Kentucky	<input type="checkbox"/> New Jersey	<input type="checkbox"/> Texas
<input type="checkbox"/> Medicare/SNP	<input type="checkbox"/> Colorado	<input type="checkbox"/> Louisiana	<input type="checkbox"/> New York	<input type="checkbox"/> Virginia
<input type="checkbox"/> MMP/Duals	<input type="checkbox"/> District of Columbia	<input type="checkbox"/> Maryland	<input type="checkbox"/> New York (WNY)	<input type="checkbox"/> Washington
	<input type="checkbox"/> Florida	<input type="checkbox"/> Minnesota	<input type="checkbox"/> North Carolina	<input type="checkbox"/> West Virginia
	<input type="checkbox"/> Georgia	<input type="checkbox"/> Missouri	<input type="checkbox"/> Ohio	<input type="checkbox"/> Wisconsin
	<input type="checkbox"/> Indiana	<input type="checkbox"/> Nebraska	<input type="checkbox"/> South Carolina	

**POLICY:**

Anthem Blue Cross Medicaid (Plan) will provide health education materials to members and providers that address risk-reduction and promotion of healthy lifestyles such as, but not limited to: tobacco cessation, substance misuse, injury prevention, sexual health, unintended pregnancy, nutrition, weight control, physical activity, and parenting. All topics are available in threshold languages and alternative formats per the most recent regulatory requirements.

**DEFINITIONS:**

None

**PROCEDURE:**

**Member Requests**

Members may request health education materials from their Primary Care Physician/Provider (PCP). Alternatively, members may call the Customer Care Center where they are directed to view the Health Plan's member website. Also, members may proactively visit the Health Plan's member website to access the Health and Wellness page, which contains an array of health topics to help members manage their condition. Useful applications for both iOS and Android are available free of charge to the member.

**Provider or Plan Partner Requests**

Providers or plan partners may request health education materials for plan members by contacting any local Health Plan staff and/or by visiting the health plan member website to download health education materials.

**Field Staff Requests**

Field staff may order health education materials by placing their order through the internal fulfillment center, GBD Storefront.

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**GBD Storefront End User Training**

End-user training can be found in the Elevance Health GBD Storefront User Guide or by emailing [DL.CIN.ElevanceHealthTeam@1touchpoint.com](mailto:DL.CIN.ElevanceHealthTeam@1touchpoint.com) or by calling 513-657-6600 for support.

**Processing Requests**

Health education materials are ordered through the internal fulfillment center, GBD Storefront, which then mails the materials to members, practitioners, or the local Health Plan. Local Health Plan staff, such as the Health Promotion Consultant, Health Educator, Community Relations Representative, Provider Relations Representative, and Quality Management staff, may distribute materials to members and providers at health fairs or by direct delivery. Requests for health education materials are tracked by Elevance Health GBD Production Support at least quarterly. The following material request information is tracked: material name, language, topic, quantity, date of request, and recipient.

**REFERENCES:**

- DHCS Contracts: Exhibit A, Attachment 10, 7
- Elevance Health GBD Storefront User Guide
- LA Care Policy and Procedure: HE-006

**RESPONSIBLE DEPARTMENTS:**

**Primary Department:**

Health Education

**Secondary Department(s):**

Customer Care Center

Health Plan/Field Operations

Product Services/Medicaid Marketing and Member Communications

**EXCEPTIONS:**

None

**REVISION HISTORY:**

Review Date	Changes
12/18/2023	<ul style="list-style-type: none"><li>• Annual Review – no changes</li></ul>
01/13/2023	<ul style="list-style-type: none"><li>• Annual Review</li></ul>

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<b>Review Date</b>	<b>Changes</b>	
	<ul style="list-style-type: none"> <li>• Updated Policy and Procedure sections</li> <li>• Updated and alphabetized References sections</li> </ul>	
01/18/2022	<ul style="list-style-type: none"> <li>• Annual review. No changes</li> </ul>	
02/18/2021	<ul style="list-style-type: none"> <li>• Annual review. Added Health Educator to Local Health Plan staff. Procedure and references updated.</li> </ul>	
02/17/2020	<ul style="list-style-type: none"> <li>• Annual review</li> <li>• Edits to procedure section</li> </ul>	
01/11/2019	<ul style="list-style-type: none"> <li>• Annual review – Changed Community Relations Representative to Field Staff</li> </ul>	
09/27/2017	<ul style="list-style-type: none"> <li>• Annual review – no changes</li> </ul>	
10/25/2016	<ul style="list-style-type: none"> <li>• Annual review – added health education tracking information</li> </ul>	
11/30/2015	<ul style="list-style-type: none"> <li>• New policy created from Corporate version US_HEMM_002 Members' and Practitioners' Requests for Health Education Materials</li> </ul>	