



Reimagining healthcare throughout Kentucky

HUMANA STATEWIDE MARKETING PLAN

Humana statewide marketing plan

The following plan details our approach and the marketing initiatives we will implement.

I. Marketing goal

The Humana marketing goal is to be an asset to the community where our members live, providing the valued choice for health plan benefits, community resources, healthy living, and navigation of the Kentucky healthcare system.

II. Plan components

- Marketing organization structure
- Internal compliance oversight of all applicable marketing regulations
- Education resource for safety net organizations across the Commonwealth
- Generating awareness of enrollment opportunities
- Community visibility/definitions
- General education and outreach definitions
- Quality and Member Access Committee

III. Marketing organization structure

Our Marketing organization structure includes two areas: Engagement and Marketing Support.

- **Community Engagement Team** – This team will be led by the Kentucky Medicaid Director of Culture and Community Engagement, Bryan Kennedy, who oversees the Community Engagement Coordinators (coordinators). There will be approximately eight associates statewide. This team will cover the entire Commonwealth. The team will work towards educating those eligible for Medicaid and engage with community partners assisting this population. They provide education on our benefits, enrollment processes, community resources, and facilitating connection to our resources for healthy living and navigating the healthcare system.
- **Marketing support** entails all advertising, social media, website, and materials and tools to support Community Engagement activities and onboarding of new members. It also includes market research which allows us to better reach our members and understand their needs and demographics.

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IV. Internal compliance oversight of all applicable marketing regulations

Community Engagement Coordinators – We utilize licensed coordinators to educate the community about our Kentucky Medicaid plan. We may use non-licensed coordinators to assist with coordination at community events. Our licensed coordinators and non-licensed coordinators research events at which to perform outreach activities, coordinate approved giveaways, and order and deliver supplies and literature. When approached by a consumer, whether member or non-member, the licensed coordinators discuss benefits, answer questions, and educate about Humana. All coordinators are forbidden from engaging in any unsolicited personal contact.

- The following are the components of our oversight program to assure compliance with the Code of Federal Regulation (42 C.F.R. §438.104 Marketing Activities), applicable Kentucky Revised Statutes and Administrative Regulations, as well as the executed Kentucky contract (Section 25) as it relates to marketing:
 - Kentucky Contract marketing guidelines
 - Policy and Procedure giving management expectations/policies
 - Training of newly hired coordinators regarding program regulations, and completion of attestation by the associate of their competence of and compliance with the federal and state regulations.
 - Annual Regulatory training for all current associates. Annual attestation and compliance training must be completed by each coordinator.
 - Maintain training and oversight documentation for coordinators.
 - **Marketing Support** – We ensure that all materials distributed to prospective and current Enrollees comply with all Commonwealth and federal approval guidelines. All such materials move through a rigorous process for both internal and regulatory approval prior to release for distribution. The process includes complete documentation of actions taken by all parties involved. Once approved, all materials are housed in a secure inventory management system.

We establish and maintain a system of control over the content, form, and method of dissemination of our education and information materials. We receive written approval from Department for Medicaid Services (DMS) prior to the distribution of any marketing materials and rigorously follow all marketing rules established by DMS. We strive to exceed compliance guidelines to ensure that members and providers receive accurate, timely, and appropriate materials.

In the event of a marketing grievance, Humana will follow the established grievance policy. Humana will give Enrollees, at no cost to them, all reasonable assistance in filing a grievance including but not limited to:

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- Calling Member Services Call Center at **1-800-444-9137, TTY: 711**
- Explaining our process in resolving their grievance
- Completing forms and taking procedural steps in the policy
- Providing assistance for non-English speaking Enrollees and individuals with disabilities, including but not limited to the visually and hearing impaired.

V. Education resource for safety net organizations across the Commonwealth

Across the Commonwealth, our coordinators play an important role in building strong relationships and serving as resources for the safety net organizations serving the Medicaid population. The coordinators train safety net organization staff about Medicaid and about Humana, assist them in their community events, and involve them in Quality and Member Access Committee meetings. These relationships have helped us gain a better understanding of the Medicaid population and allow us to better address their needs. Often, we connect safety net organizations with other organizations to share best practices.

VI. Generating Awareness of Enrollment Opportunities

- Coordinators create significant visibility via information tables at community events. We set up displays with DMS-approved materials and nominal gift items. We are currently creating significant visibility throughout the Commonwealth at dozens of health-related and community events in neighborhoods where our target population lives.
- We generate awareness through several media venues while using only DMS-approved advertising. Below is a list of potential media venues which may be utilized for this purpose:
 - Radio – A mix of radio stations will be used to air Humana—60-second, 30-second, and/or 15-second commercials
 - Print ads – Targeted circulation to the Medicaid population
 - Television sponsorships
 - Bus (transit), including signage, audio, and video
 - Outdoor billboards
 - Posters and signage within the community or in retail settings
 - Web marketing
- We leverage partnerships and relationships built within the community to extend our ability to get the word out, such as retail or community organizations aligned with our Enrollees.
- We encourage consumers to select a health plan in several ways:



- Call Benefind **1-855-306-8959** or (TTY) **1-800-627-4720** or visit the Benefind website at <https://benefind.ky.gov/>
- Call DMS or visit a local Department for Community Based Services (DCBS) office, and/or
- Visit the DMS website at <https://chfs.ky.gov/agencies/dms/dpo/epb/Pages/enroll.aspx>

VII. Generating awareness of enrollment opportunities

In accordance with DMS, we developed, implemented, and evaluated our Community and Engagement Outreach Plan. Our Plan incorporated information on the benefits and services for our Enrollees and community partners to best utilize our services for their overall health and wellbeing. Through education and outreach efforts, our eight Community Engagement Coordinators utilized diverse methods to reach Enrollees and community partners.

These included but not limited to, the following:

- Collaboration with schools
- Homeless shelters
- Behavioral health agencies and addiction recovery centers
- Food banks and soup kitchens
- Immigrant and Refugee Partners Faith-Based Organizations
- Community events and conferences

Our plan includes the frequency of all activities, how the activities will be documented and evaluated for effectiveness. The table below describes the proposed goals for 2020 and the number of activities completed in 2019.

ACTIVITY	PROPOSED GOAL	COMPLETED 2019 ACTIVITY
Event staffing	245	300
On-site	220	553
Group presentation	100	148
Staff presentation	1600	1485
New community outreach opportunity*	New	159
Retention/relationship building	100	206
TOTAL	2265	2851



We will maximize the opportunity for our Coordinators to be available to Enrollees for information and education:

- County DMS Offices, DCBS, and government agencies (with prior approval from DMS)
- Community events and health fairs
- County school systems
- Community agency forums
- Quality and Member Access Committee meetings
- Partnerships with third parties that serve similar consumers
- Advertising
- Events or retail locations
- Faith-based organizations
- Additional venues as identified and approved

We have a strict internal review process for attending marketing events. Our Enrollees create a marketing event request which is submitted internally for approval. Our coordinators do not attend marketing events without prior internal approval.

Health Fairs and Community Events – We support our communities by participating in health fairs and community events throughout the year. The following is a sampling of health fairs and community events that our coordinators participated in or are scheduled to participate in during 2020. We will utilize this same approach to schedule events statewide.

- Paroquet Springs Health Fair, Bullitt County
- Bullitt Health Dept. Health Fair
- "It Takes A Village - Conference, Jefferson County
- Annual System of Care Academy Conference
- Centerstone Conference, Louisville
- Shelby County Community Baby Shower
- Henry County Community Baby Shower
- Home of the Innocents Breakfast, Louisville
- Fall Institute 2020 FRYSC Conference
- FRYSC Annual Victory Over Violence Conference
- KIPDA Fan Fair, Louisville
- Southwest Community Festival Annual, Louisville
- North Central District Health Department Baby Showers
- Rangeland Elementary Kindergarten Orientation, Louisville
- Early Childhood Institute, Louisville
- South West Community Ministries Sponsorship, Louisville



- The ARC of Kentucky 2020 Annual Conference
- 2020 Kentucky Asthma Symposium
- Kentucky Statewide Diabetes Symposium, Louisville
- Grandparents Raising Grandchildren & KINSHIP Family Conference, Louisville
- Park DuValle Give Kids A Smile, Louisville
- Shively Area Ministries Banquet, Louisville
- Healthy Hearts Wear Red Luncheon 2020
- 2020 Steps to Independence Walk, Down Syndrome Louisville
- Park DuValle Community Health Fair
- Walk for Epilepsy, Louisville
- Building A Stronger Kentucky 2020 KY Affordable Housing Conference
- 2020 March of Dimes March for Babies, Louisville
- The Annual Americana World Community Center Festival, Louisville

VIII. General education and outreach definitions

General Education means handing out DMS-approved materials in settings where prospective Enrollees may be present and answering general questions from the public. No promotion or encouragement to join Humana will take place in general education sessions.

Promotion is performed by approved licensed coordinators utilizing the Commonwealth-approved marketing training curriculum. Coordinators will use the mini-presentation, solicitation brochure, approved marketing materials, and approved Humana-branded nominal gifts to explain the Medicaid benefits available. Our licensed coordinators also promote the Kentucky Medicaid Plan and educate all potential Enrollees regarding how to access care and the benefits available.

Focused promotion events are part of our regular prescheduled events, which include events at community partners such as food banks, soup kitchens, faith-based organizations, health fairs, back to school activities, and other community events such as those held at subsidized housing complexes. These events will adhere to all Commonwealth and other applicable regulatory guidelines.

IX. Quality and Member Access Committee

The objective of our Kentucky Quality and Member Access Committee meeting is to gain feedback about how we can improve our healthcare Plan to create opportunities for better healthcare outcomes for our Enrollees as well as enhance our Enrollees' experience with us.

Meetings are held in designated regions and are composed of a diverse representation of Humana Enrollees, individuals from consumer advocacy groups, and community agencies.

The meetings demonstrate our long-term commitment to the people we serve and provide an important networking opportunity for community organizations. This typically translates into improved awareness, recognition, and enhanced relationships with all session participants.

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