

## Marketing Review Guidelines for TPMOs

**Minimum 12-point type used for disclaimer (print):** used for sponsoring organization names. For television, online, or social media-based advertisements, these names must either be displayed during the entire advertisement in the same font size as displayed benefits and phone numbers or be read within the advertisement at the same pace as advertised benefits or phone numbers. For radio or other advertisements that are voice-based only, these names must be read at the same speed as the phone number. On final print materials (not templates), the font size is at least 12 points – no “fine print”.

**Benefits accurate for specified location:** Any benefits mentioned in the ad or marketing material are correct for the location where it appears.

**Brackets used correctly (if applicable):** brackets can be used in templates for names, phone numbers, benefit dollar amounts, addresses, links, logos, variables, optional texts, etc.

### Disclaimers

Disclaimers are required on all materials except banners and banner-like ads, envelopes, outdoor advertising, text messages, and social media.

**Federal contracting statement:** [Company Name] is a licensed and certified representative of [plan types] organizations [and stand-alone PDP] that have a Medicare contract. Enrollment in any plan depends on contract renewal.

**3<sup>rd</sup> Party marketing disclaimer:** *Required on all third-party materials for CY 2023.* Third Parties must add this disclaimer and resubmit any previously approved material. The Third-Party Disclaimer is *required if the third-party organization and/or independent agent does not sell/market all the available MA plans in the service area.*

**We do not offer every plan available in your area. Any information we provide is limited to those plans we do offer in your area. Please contact Medicare.gov or 1-800-MEDICARE to get information on all of your options.**

**Events – Accommodation Disclaimer:** Required on all advertisements and invitations to events (educational and marketing).

**For accommodation of persons with special needs at meetings call [(XXX) XXX-XXXX] (TTY: 711).**

**Events – Giveaways Disclaimer:** *Required when promoting drawings, prizes, or free gifts.*

**Eligible for a free drawing, gift, or prizes with no obligation to enroll.**

*OR*

**Free gift without obligation to enroll.**

**\*\*SSBCI:** Benefits in this category include groceries, transportation, utilities, mental health and wellness apps, pest control, service animal supplies, and genetic test kits. The disclaimer below must be used whenever any benefits listed in the first sentence are mentioned.

The benefits mentioned are a part of special supplemental program for the chronically ill. Not all members qualify.

**Landing page compliant:** if there is a landing page provided, check to make sure it lists the correct disclaimers.

## Brand Elements

### Brand Name used correctly (if applicable):

- **All except MA, NY, and KY: “Molina Healthcare”** can be used instead of plan names when referring to the company. Thereafter, it is acceptable to use “**Molina**”.
- **MA: “Senior Whole Health”** can be used instead of plan names when referring to the company. Thereafter, it is acceptable to use “**SWH**”.
- **NY: “Senior Whole Health of New York”** can be used instead of plan names when referring to the company. Thereafter, it is acceptable to use “**SWH of NY**”.
- **KY: “Passport by Molina Healthcare”** can be used instead of plan names when referring to the company. Thereafter, it is acceptable to use “**Passport**”.

### Plan Name used correctly (if applicable):

- **[Brackets]** can be added to the plan name if the material is applicable for more than one plan.
- Complete plan name must be included in the first mentioned, thereafter does not need to include the plan type.
- Example: 1st instance: Molina Medicare Complete Care (HMO D-SNP)
  - thereafter: Molina Medicare Complete Care

### Logos used correctly (if applicable):

*Note: Be clear on rules requesting cobranding.*

- Word document templates applicable for different plans may include the logo placeholder.  
[Logo]
- All except MA, NY, and KY: MHI Logo
- MA and NY- SWH\*: Senior Whole Health Logo
- KY- Passport: Passport Health Plan Logo

\*Upstate NY is Molina, NYC area is SWH.



Using a stacked logo is also acceptable.

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## Examples of incorrect logo usage



The logo may appear in two-color (teal and black), one-color (black) or reversed out (white on a color background). Teal cannot be substituted out for any other color.



The logo cannot be used in all teal unless it is being printed on a promotional item.



The logo should never reverse out of a light-colored background, as it makes the logo difficult to read. The preferred background colors for a reversed out logo are 100% teal or black.



The logo cannot be screened back (lightened). It is always used at 100% opacity.



Do not use the tagline without the Molina Healthcare logo lockup. Never use the tagline as a graphic by itself or in marketing copy.



Do not use the logo in a sentence.



The tri-mark is only to appear to the left of the Molina Healthcare name (above the Molina Healthcare name in the stacked logo).



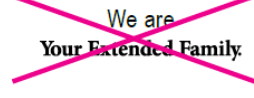
The logo must always retain the height to width proportion of the logo files provided. It cannot be skewed or stretched in any way.



Modifiers such as state names are never to be added to any Molina Healthcare logo.



"Molina" should never appear alone beside/below the tri-mark as a logo. It can only be used with accepted modifiers below it, such as "Healthcare," "Solutions," and "Medical."



Do not use the tagline without the Molina Healthcare logo lockup and avoid additional verbiage associated with tagline.

## References:

- Molina 2024 Versioning Grid (contains region and plan specific data)
- 2024 MAPD/SNP Plans Quick Reference (brief list of common disclaimers used for 2024 plans)
- 2024 Medicare Plans Disclaimers Reference Subpart V and MCMG (complete list of all CMS disclaimers)
- Molina Healthcare Visual Identity Guide, version 5.1

## Step by Actions Taken by Molina:

This information is provided as a reference only.

### Sales & Marketing Reviewer: SLA = 3 business days

1. Intake is received by email alert to [TPMO\\_AdReview@MolinaHealthcare.com](mailto:TPMO_AdReview@MolinaHealthcare.com)
  - a. Subject Line = New Affiliate TPMO marketing is ready to review {{Request ID}}
2. Molina Sales & Marketing Reviewer to:
  - a. Open up the TPMO Marketing Intake form
  - b. Access the ad submitted from the attachment icon or URL link in the appropriate row matching the request ID of the recent submission
  - c. Review the ad and populate answers to all Yellow highlighted columns

### Compliance Review: SLA = 2 business days

3. Once the final answer - “Meets Guidelines” or “Does Not Meet Guidelines” is populated in ‘Content/broker review’, an email will generate to the compliance team at [Sales\\_Oversight@MolinaHealthcare.com](mailto:Sales_Oversight@MolinaHealthcare.com)
  - a. The team will need to:
    - i. Pull up the TPMO Marketing Intake form
    - ii. Identify the applicable row/ad based on the Request ID from the email
    - iii. Pull up the ad from the attachment icon or look at a digital proof in the URL field.
    - iv. Populate answers to the 2 columns shaded green
    - v. If the team is Opting out, **please** include a reason so the submitter receives the feedback in the automated email.

	Request ID	Date received	TPMO name	Business type	Submitter Name	Submitter email address	Resubmission Yes/No
1	TPMO-0017	08/17/23	Mega Media	Affiliate Marketing	Marty Miller	16pizzas@gmail.com	No
2	TPMO-0018	08/18/23	Mars Media	Affiliate Marketing	Friday Testing	catherine.suski@m	No
3	TPMO-0019	08/22/23	Giant Media compa	Affiliate Marketing	Testy Tester	catherine.suski@m	No
4	TPMO-0020	08/22/23	Mars Media	Affiliate Marketing	Testing Testing	catherine.suski@m	No
5	TPMO-0021	08/24/23					
6							

4. When compliance selects ‘Opt Out’, this selection will:
  - a. Send an email to the submitter, which includes an Opt Out reason. The email will include instructions for resubmission

### OML Review: SLA = 2 business days

5. When compliance selects ‘Opt In’, this selection will:

- a. Generate an email to the materials review team (OML)
6. The OML team will need to take different steps depending on whether the material is Multiplan or Molina only.
  - a. For Multiplan ads:
    - i. Pull up the TPMO Marketing Intake
    - ii. Identify the applicable row/ad based on the Request ID from the email
    - iii. Find the SMID in Row 15
    - iv. Log in to HPMS --> find the SMID
    - v. Select Opt In
    - vi. This action will generate an email to the submitter, letting them know their ad is approved by Molina and tagged in HPMS
  - b. For Molina only ads:
    - i. Follow the existing process as if it were a material created by Molina.
    - ii. NOTE: This takes extra time. Standard SLA is 5 days for this part of the process.