

EBCI Tribal Option
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Together We Heal



The Mission of the Cherokee Indian Hospital is to be the provider of choice for the community by providing accessible, patient and family centered quality healthcare with responsible management of the Tribes resources.

TITLE: EBCI Tribal Option Marketing and Website Policy

REVIEWED AND APPROVED BY: CIHA Executive Committee

EFFECTIVE DATE: 5/13/2021

LAST REVIEWED: 12/12/2024

POLICY OWNER: EBCI Tribal Option Member Services Manager

PURPOSE:

The purpose of this Policy is to establish an Eastern Band of Cherokee Indians (EBCI) Tribal Option Marketing Policy and plan that meets the NCDHHS/EBCI Tribal Option Contract and 42 CFR § 438.104 requirements to ensure that Members receive accurate oral and written information to make an informed decision on whether to enroll or reenroll in the EBCI Tribal Option. This Policy's purpose is to also ensure that the EBCI Tribal Option website is operated in accordance with CIHA's vision and with governing laws and regulations.

STAFF GOVERNED BY THIS POLICY:

This Policy applies to all:

- Cherokee Indian Hospital Authority (CIHA) Executive staff;
- EBCI Tribal Option staff;
- EBCI Tribal Option Member Services staff;
- CIHA Patient Access staff;
- EBCI Tribal Option Provider Network;
- Care Managers;
- Behavioral Health Care Managers: [Behavioral Health Consultants (BHCs)];

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- Other Primary Care (Nutritionists, Pharmacists, and Providers in the Integrated Care Team);
- Care Manager Extenders [Licensed Practical Nurses (LPNs)/Certified Medical Assistants (CMAs)/Other];
- Primary Care – Case Management Support (CMS).

POLICY:

EBCI Tribal Option shall comply with 42 CFR § 438.104. EBCI Tribal Option shall comply with all marketing requirements, including monitoring and overseeing the activities of its subcontractors and all persons acting for, or on behalf of, the EBCI Tribal Option.

CIHA/EBCI Tribal Option will operate in the following manner regarding the website related to the EBCI Tribal Option:

- Will be operated in accordance with 42 C.F.R. § 438.10(c)(3) and 42 C.F.R. § 438.10(c)(6);
- Will be operated in accordance with [Web Content Accessibility Guidelines (WCAG) 2.0 and the current release of WCAG published by the Web Accessibility Initiative (WAI) and outlined in Sec. 508 of the Rehabilitation Act of 1973 as amended January 2017];
- EBCI Tribal Option Managers will be responsible for providing content/information to be placed on the website;
- All content/information will be reviewed/approved by the North Carolina Department of Health and Human Services (NCDHHS) prior to publishing;
- The website will be maintained by the EBCI Tribal Option website designee;
- The website will be available twenty-four (24) hours a day, seven (7) days a week, three hundred sixty-five (365) days a year, except for pre-announced scheduled downtime for maintenance or downtime of the State’s Systems that impact the ability for the website to operate correctly;
- The website will have the capability of making a request for information;
- At minimum, the following content will be maintained on the website:
 - Member Handbook (PDF), to be updated at least annually;
 - Provider Manual (PDF), to be updated at least annually;
 - NC Medicaid Preferred Drug List;
 - Provider Directory (PDF) [primary care providers (PCPs) in Network], to be updated on a monthly basis;
 - Information on hours of operation, which are Monday-Friday 8:00am-4:30pm, except for CIHA holidays. Holidays will be published annually on the website;
 - Telephone numbers for the Service Line(s):
 - Member/Provider Line;
 - How to contact EBCI Tribal Option staff and Care Managers;
 - Member and Provider Grievances, Appeals, and State Fair Hearing policies and processes:
 - Member Grievances and Appeals;

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- Provider Grievances and Appeals;
 - State Fair Hearing;
- Information regarding the NC Medicaid Ombudsman, CIHA Patient Access, NC Enrollment Broker, and the EBCI/NCDHHS Medicaid and Food and Nutrition Services (FNS) Eligibility Office;
- Health Promotion and Educational Materials;
- Any specific prevention, Population Health, or Care Management programs offered by the EBCI Tribal Option;
- Other information the EBCI Tribal Option believes would support Members and their families; and
- *EBCI Tribal Option Non-Discrimination Policy for Employees, Members, and Providers, CIHA Conflict of Interest Policy, and the CIHA Tribal Option Whistleblower Protection Policy.*

DEFINITIONS:

Cherokee Indian Hospital Authority (CIHA)

An independent component unit of the Eastern Band of Cherokee Indians tribal government to oversee, supervise, and direct the operations of the Cherokee Indian Hospital and other health programs assigned to CIHA by the EBCI Tribal Council.

Code of Federal Regulations (CFR)

A compilation of administrative laws governing federal regulatory agency practice and procedures. This includes such agencies as Medicaid, Medicare, and Indian Health Service.

Division of Health Benefits

The North Carolina Department of Health and Human Services, Division of Health Benefits, formerly the Division of Medical Assistance, is responsible for operating the State Medicaid programs.

EBCI Tribal Option

The unit within CIHA that is responsible for managing the Indian Managed Care Entity and serves as the point of contact with the Division of Health Benefits, within the NC Department of Health and Human Services.

EBCI Tribal Option Contract

The Indian Managed Care Entity Contract #30-2020-014-DHB between the North Carolina Department of Health and Human Services, Division of Health Benefits and Cherokee Indian Hospital Authority. Subsequent revisions and amendments are also included in this definition. This Contract is also referred to as the NCDHHS/EBCI Tribal Option Contract.

EBCI Tribal Option PCCM Entity

The program defined in the State Plan of North Carolina, administered by the North Carolina Department of Health and Human Services, Division of Health Benefits, and operated by CIHA under the NCDHHS/EBCI Tribal Option Contract, for providing Care Management support and

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other managed care functions to Medicaid populations using a Medical Home/Care Management model. This Program is referred to as the EBCI Tribal Option.

Marketing

Any communication from the EBCI Tribal Option to a Medicaid beneficiary who is not enrolled in the EBCI Tribal Option that can reasonably be interpreted to increase beneficiary awareness of the EBCI Tribal Option and its benefits with the intent to influence beneficiary choice.

Marketing Materials

Materials produced in any medium, by or on behalf of the EBCI Tribal Option, and can reasonably be interpreted as intended to market the EBCI Tribal Option to potential enrollees.

North Carolina Department of Health and Human Services (NCDHHS)

A Department within the North Carolina Executive Branch that is the designated single state agency with the US Department of Health and Human Services, Centers for Medicare and Medicaid Services (CMS) for the administration of the Medicaid Program through the Division of Health Benefits.

Purchased/Referred Care Delivery Area (PRCDA)

Formally known as the contract health service delivery area, PRCDA is a geographic area within which purchased/referred care will be made available by the Indian Health Service (IHS) to members of an identified Indian community who reside in the area. For the purposes of the NCDHHS/EBCI Tribal Option Contract, PRCDA refers to the five-county area where the EBCI Tribal Option PCCM entity will primarily operate, which includes Cherokee, Graham, Haywood, Jackson, and Swain counties.

PROCEDURE:

EBCI Tribal Option shall not use the existence of the NCDHHS/EBCI Tribal Option Contract or the name of NCDHHS or State of North Carolina as part of any commercial advertising or marketing of its products or services without the written consent of NCDHHS. In addition, NC Medicaid agrees not to use the existence of this Contract or the name or seal of the EBCI or Cherokee Indian Hospital Authority (CIHA) as part of any advertising or marketing of its programs or services, without the written consent by the designated EBCI/CIHA personnel. EBCI Tribal Option will review the request by NC Medicaid in a timely manner and communicate with the NCDHHS – NC Medicaid Associate Director of Primary Care Case Management.

Prior to submission of marketing materials to NC Medicaid, the EBCI Tribal Option shall develop and review the materials to ensure compliance with the following:

- All marketing materials meeting the definition shall be submitted to NC Medicaid for review and approval;
- The marketing materials will be accurate and will not mislead, confuse, or defraud Members or NC Medicaid;
- All marketing materials will be used only within the defined service area;

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- The marketing materials will comply with the language, accessibility, non-discrimination, and cultural sensitivity requirements, the Member materials requirements in the Contract, and any applicable federal and North Carolina laws and regulations;
- The marketing materials and marketing strategies comply with the *EBCI Tribal Option's Non-Discrimination Policy for Employees, Members and Providers*.

All marketing materials and activities will occur in permissible areas only. EBCI Tribal Option may:

- Use, distribute, display, or otherwise make available written marketing materials (e.g., posters, brochures, leaflets) at community centers, markets, malls, retail establishments, hospitals, pharmacies, other provider sites, schools, health fairs, public libraries, and other state-approved community-based marketing events or locations;
- Participate in community-based marketing events or activities (e.g., health fairs, community events);
- Sponsor outreach activities and events and be a financial sponsor;
- Conduct media campaigns, including through television, radio, billboards, bus posters, social media, etc.

EBCI Tribal Option prohibits statements, claims, and activities (written or oral) that communicate the following:

- A Member must enroll in the EBCI Tribal Option to obtain Medicaid benefits;
- A Member must enroll in the EBCI Tribal Option so as not to lose Medicaid benefits;
- EBCI Tribal Option is endorsed by the Centers for Medicare & Medicaid Services (CMS), the federal or State government, or similar entity;
- Referencing other NC Medicaid Managed Care or fee-for-service (FFS) entities or other contractors of NCDHHS, listing or referencing Providers who are not part of the plan Network, or including negative information about NCDHHS or other NC Medicaid Managed Care or FFS entities in any of its marketing materials.

EBCI Tribal Option shall not:

- Directly or indirectly engage in door-to door, telephone, email, texting, or other cold-call marketing activities, including direct mailings and solicitation;
- Falsely describe covered or available services, enrollment Benefits, availability of Network primary care providers (PCPs), or qualifications or skills of Network PCPs;
- Offer gifts, coupons for products of material value, or incentives to enroll in the EBCI Tribal Option;
- Distribute marketing materials or engage in marketing activities beyond a reasonable distance of the five-county PRCDA;
- Engage in activities that seek to target Members currently enrolled in other Medicaid Managed Care entities or beneficiaries currently enrolled in NC Medicaid Direct;
- Offer Choice Counseling or seek to enroll Potential Members in the EBCI Tribal Option, as this is the sole responsibility of NC Medicaid and the NC Enrollment Broker;

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- Distribute, display, or otherwise conduct marketing activities in healthcare settings, except in common areas. Common areas where marketing activities are allowed include areas such as hospital or nursing home cafeterias, community or recreational rooms, and conference rooms;
- Conduct marketing activities in areas where Members primarily intend to receive health care services other than common areas. These prohibited areas include, but are not limited to, patient hospital rooms and exam rooms.

If EBCI Tribal Option chooses to conduct marketing activities in common areas of healthcare settings, such as CIHA, EBCI Tribal Option shall provide a policy to NC Medicaid describing how it will ensure that Providers do not use the materials in prohibited areas.

To the extent applicable, EBCI Tribal Option shall not seek to influence enrollment in conjunction with the sale or offering of any private insurance. Private insurance shall not include Qualified Health Plans (QHPs) as defined in 45 C.F.R. § 155.20, 42 C.F.R. § 438.104.

The marketing materials shall not use irrelevant facts or inaccurate statistical information in any marketing materials and shall not imply that statistics are derived from the information that is being marketed unless such is the fact. If references to a study or statistics are included in any marketing material, EBCI Tribal Option shall provide reference information (e.g., publication, date, page number) and information about EBCI Tribal Option's or CIHA's relationship with the entity that conducted the study or provided the statistics, including the funding source, either in the text or as a footnote, on the marketing material.

All marketing materials shall be submitted to NC Medicaid for review at least sixty (60) calendar days before the proposed use of the material or in an agreed upon timeframe. If EBCI Tribal Option makes a significant change [including, but not limited to, changes in dates, uniform resource locator (URL) references, and product line name changes] to marketing materials that have been previously approved by NCDHHS, EBCI Tribal Option must resubmit the materials, in accordance with this section, for NC Medicaid's review and approval.

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**EASTERN BAND OF CHEROKEE INDIANS (EBCI) TRIBAL OPTION
MARKETING AND WEBSITE POLICY:
POLICY IMPLEMENTATION/REVISION INFORMATION**

Original Effective Date: 5/13/2021

Revision Information:

Date	Section Updated	Change
7/15/2022	Policy Header	Added Cherokee translation and syllabary for “EBCI Tribal Option” and added “CIHA” to Executive Committee title
7/15/2022	Policy Header	Added “Last Reviewed” date
7/15/2022	All sections	Checked and amended grammar, numbering, and readability as needed
7/15/2022	Staff Governed By This Policy	Updated the “Staff Governed By” section with the appropriate parties
7/15/2022	Definitions	Added “CFR,” “EBCI Tribal Option,” “EBCI Tribal Option PCCM Entity,” and “NCDHHS” to the definition list and supplemented additional language to other definitions
7/15/2022	Procedure	Changed “Department” to “NCDHHS” in all instances
7/15/2022	Procedure	Amended the title for the <i>EBCI Tribal Option’s Non-Discrimination Policy for Employees, Members and Providers</i> and exchanged the word “patients” for “Members”
7/15/2022	Policy Implementation/ Revision Information	Added policy revision information table
8/31/2023	Information Box	Amended the “Last Reviewed” date and added “Policy Owner” and identified the role
8/31/2023	All sections	Checked and amended grammar, numbering, and readability as needed
8/31/2023	Purpose and Policy	Rearranged some of the language in these sections to provide better understandability and ease of reading
8/31/2023	Staff Governed By This Policy	Updated the “Staff Governed By” section with the appropriate parties

**EBCI Tribal Option Marketing and Website Policy:
Policy Implementation/Revision Information**

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8/31/2023	Definitions	Amended “Division of Health Benefits,” “EBCI Tribal Option,” “EBCI Tribal Option PCCM Entity,” and “PRCDA” definitions and added “CIHA” to the definitions list
8/31/2023	Procedure	Deleted all references to Health Choice
12/12/2024	Title	Combined the EBCI Tribal Option Website Policy with this Marketing Policy
12/12/2024	Purpose	Added the Website Policy’s purpose
12/12/2024	Staff Governed By This Policy	Added “CIHA Patient Access staff” to the list of those who must train on this Policy
12/12/2024	Policy	Added the policy portion of the website, changed Patient “Registration” to “Access,” and amended the titles of the Conflict of Interest Policy and the Whistleblower Protection Policy
12/12/2024	Procedure	Changed “EBCI Tribal Option Manager” to “NCDHHS – NC Medicaid Associate Director of Primary Care Case Management” for who EBCI Tribal Option needs to communicate with when an advertising or marketing request has been submitted by NC Medicaid

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