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ARIZONA HEALTH CARE COST CONTAINMENT SYSTEM

March 11, 2010

Mr. Bill Hagen
CEO
Arizona Physicians IPA, Inc.
3141 North 3rd Avenue
Phoenix, AZ 85013-4345

RE: Corrective Action Plan for Marketing Violation

Dear Mr. Hagen:

AHCCCS received an email communication from your Compliance Officer regarding the Business Journal announcement of a partnership between APIPA and Sesame Street. As your staff noted in the communication neither the member outreach program nor the article was prior approved by AHCCCS. Failure to notify AHCCCS of the program and its announcement in the Business Journal is a violation of AHCCCS ACOM Policy 101.

Therefore, AHCCCS is requiring APIPA to submit a corrective action plan that clearly defines what measures will be taken to prevent this from occurring in the future. The plan should include action steps, names of responsible parties and timeframes.

Please also keep in mind that all materials related to the APIPA/Sesame Street partnership must be submitted to the Marketing Committee for review and approval prior to publication and that a future violation such as this could result in Administrative Action, including sanction.

Should you have any questions, please feel free to contact me at 602-417-4072 or by e-mail at Rodd.Mas@azahcccs.gov.

Sincerely,

Via Electronic Mail

Rodd Mas
Marketing Committee Chairperson
AHCCCS

C: Monica Husband, APIPA
Elizabeth Stackfleth, AHCCCS