

**Janice K. Brewer, Governor**  
**Thomas J. Betlach, Director**

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*Our first care is your health care*  
ARIZONA HEALTH CARE COST CONTAINMENT SYSTEM

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March 30, 2010

Mark Fisher  
President and CEO  
Mercy Care Plan  
4350 East Cotton Center Boulevard, Building D  
Phoenix, AZ 85040

**RE: Corrective Action Plan for Marketing Violation**

Dear Mr. Fisher:

AHCCCS received a request from Mercy Care Plan to participate as a \$5,000 silver sponsor of the American Lung Association "Fight for Air" asthma walk on April 17, 2010. While researching this event, the Marketing Committee discovered that the Mercy Care Logo and link to company website are already included on the American Lung Association "Fight for Air" asthma walk website. It appears that the request for participation was not submitted in advance of participating in this event (see attached screen-print). This failure to request advance approval from AHCCCS as an event sponsor is a violation of AHCCCS ACOM Policy 101.

Therefore, AHCCCS is requiring Mercy Care Plan 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 events 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.

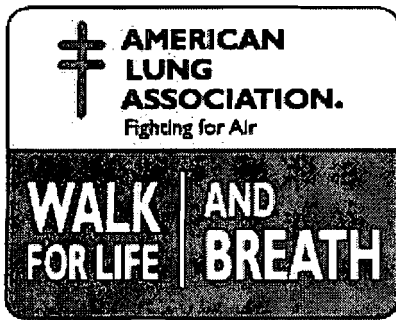
Should you have any questions, please feel free to contact me at 602-417-4072 or by e-mail at [Rodd.Mas@azahcccs.gov](mailto:Rodd.Mas@azahcccs.gov).

Sincerely,

Via Email

Rodd Mas  
Marketing Committee Chairperson  
AHCCCS

C: Brian Horgeshimer  
Elizabeth Stackfleth, AHCCCS  
John Black



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