



DATE: May 2, 2014
TO: Holders of AHCCCS Contractor Operations Manual
FROM: Julie Ambur, Contracts and Policy Administrator
Division of Health Care Management, AHCCCS
SUBJECT: AHCCCS Contractor Operations Manual (ACOM) – April 2014 Update

This memo describes additional revisions and/or additions to the [ACOM](#) for the month of April:

POLICIES

CHAPTER 100, POLICY 101 – MARKETING

The Policy previously known as Marketing, Outreach and Retention was revised to better clarify and distinguish between Marketing vs. Outreach and Retention. All references to Outreach and Retention have been removed from this Policy and have been incorporated into ACOM Policy 404, Member Information and ACOM Policy 416, Provider Network Information. Additional revisions include guidelines regarding dual marketing, Contractors with capped enrollment, and submission of marketing materials, giveaways, and events for AHCCCS approval. This Policy is effective May 01, 2014.

CHAPTER 100, POLICY 101 – ATTACHMENTS

Attachments A, *Marketing Attestation Statement*, and B, *Monthly Marketing Report* have been updated to comport with Policy.

APPROVED POLICIES NOT YET EFFECTIVE

CHAPTER 100, POLICY 101, MARKETING

This Policy has been removed from the Approved Not Yet Effective page and published to the ACOM.

To view the policies that are approved but not yet effective, please access the following link:

[Approved Policies Not Yet Effective](#)

Please direct questions regarding policy updates to Sandi Borys at 602-417-4295 or by e-mail at: Julie.Ambur@azahcccs.gov.