

## POLICY AND PROCEDURE

POLICY NAME: Web and Mobile-Based Enrollee Applications	POLICY ID: LA.MRKT.25
BUSINESS UNIT: LHCC	FUNCTIONAL AREA: Marketing
EFFECTIVE DATE: 4/18	PRODUCT(S): Medicaid
REVIEWED/REVISED DATE: 2/19, 2/20, 11/20, 2/22, 12/22	
REGULATOR MOST RECENT APPROVAL DATE(S): n/a	

### POLICY STATEMENT:

The purpose of this policy is to describe Web and Mobile-Based Member Applications guidelines.

### PURPOSE:

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### SCOPE:

Louisiana Healthcare Connections (Plan or MCO)

### DEFINITIONS:

#### POLICY:

2.14.10 Web and Mobile-Based Enrollee Applications

~~12.25.1.2.14.10.1~~ No later than the Operational Start Date, the Contractor February 1, 2019, the MCO shall provide a web- or mobile- based ~~member~~Enrollee/patient portal that includes the following information and features:

~~12.25.1.1.2.14.10.1.1~~ Medical claims information such as lab and imaging results, medications and key health appointments;

~~12.25.1.2.2.14.10.1.2~~ Social services information and resources, such as housing supports, food programs, etc.;

~~12.25.1.3.2.14.10.1.3~~ The capability for additional health information to be entered by the ~~member~~Enrollee;

~~12.25.1.4.2.14.10.1.4~~ Consumer-friendly content that complies with MCO ~~member~~ education guidelines; and

~~12.25.1.5.2.14.10.1.5~~ Tools to help higher risk users access State-based or plan-based resources, such as smoking cessation or weight management programs. Need will be determined by the MCO health-risk assessment or other tools used for establishing higher risk users.

2.14.10.2 The Contractor shall develop and promote patient engagement tools, including mobile applications and smartphone-based support to supplement existing pregnancy services. The Contractor shall provide details of its plan in the MCO Marketing and Outreach Plan submitted to LDH for written approval.

~~2.14.10.3~~~~12.25.2.~~ The ~~MCO-Contractor~~ shall provide reporting and analytics to help the State measure the effectiveness of such applications.

### PROCEDURE:

- Any report of violating the rules listed in the policy above will coordinated with:
  - Plan Compliance Officer
  - Director, Marketing/Communications
- The report of nonconformance is investigated.
- The investigation is documented and retained in ~~Compliance 360~~Archer.

**REFERENCES:** [Louisiana Medicaid Contract Statement of Work Section 2.14.10](#)

**ATTACHMENTS:**

**ROLES & RESPONSIBILITIES:**

**REGULATORY REPORTING REQUIREMENTS:**

Which regulator(s) require reporting, what should be reported, when to report, and how to report/who to contact.

#### REVISION LOG

REVISION TYPE	REVISION SUMMARY	DATE APPROVED & PUBLISHED
	Policy created to reflect state Medicaid Contract Amendment 11	4/18
	No revisions	2/19
	Updated numbering to match the latest Medicaid MCO contract. Changed policy number from LA.MRKT.22 to LA.MRKT.25	2/20
	No revisions	11/20
	No revisions	2/22
	Policy created to reflect state Medicaid Contract Amendment 11	4/18
	No revisions	2/19
	<a href="#">Revision for Model Contract language</a>	<a href="#">12/22</a>

#### POLICY AND PROCEDURE APPROVAL

The electronic approval retained in RSA Archer, the Company's P&P management software, is considered equivalent to a signature.

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