



Feb. 4, 2019

### PHP Marketing Materials Code

#### Section V.B.4.

The marketing code format for PHP marketing materials will include the following identifiers:

Code Format	Description
X	Single Letter code easily identifying the PHP as selected by the Department. C-Carolina Complete Health U-UnitedHealthcare M-AmeriHealth Caritas NC W-WellCare Health Plans B-BCBS Healthy Blue
YYMM	2-digit calendar year and 2-digit month that the marketing material is approved by the Department for distribution by the PHP. A dash will follow the date to differentiate it from the Region.
R	Region in which marketing material will be distributed. 0: Statewide 1-6: Specific Region Only
X123	Marketing medium and sequential number for that medium: B-Brochure or pamphlet C-Call center message (recorded or stated) E-Email messages (note that attachments, such as a letter, brochure or flyer, will have a separate marketing code) F-Flyer, including fact sheets and other one-pagers (8-1/2 x 11 or smaller, typically unfolded) L-Letters and postcards (printed) P-Posters and banners (larger than 8-1/2 x 11) M-Meeting materials, such as a presentation deck, used in public education sessions S-Social media, including messages sent via Twitter, Facebook, Instagram or other social media channel T-Text message U-Universal V-Virtual meeting (e.g., webcast, webinar) recording file or script W-Website message, such as an alert A dash will follow the sequence number to differentiate it from the expiration date.
XYMM	Expiration date of content (marketing material is no longer valid). X9999 will be used when there is no estimated expiration date.

**Example. L1902-0B002-X9999** - ABC health plan brochure on services offered to Medicaid beneficiaries mailed in Feb to all beneficiaries statewide. One brochure has been mailed previously. Content has no expiration date.

#### Translated Marketing Materials

The same marketing material code is used for materials in any language.

**NC DEPARTMENT OF HEALTH AND HUMAN SERVICES**

**Marketing Material Reviews and Modifications**

If no substantial modifications are made during the required 90-day marketing review, and expiration date of the materials remains the same, the marketing material code can stay the same.

**Substantial modification to marketing materials previously approved by the Department will require a new marketing code. approved marketing materials will require a new marketing material code to be assigned and approved by the Department. This include changes in dates, URL references, product line name changes.**

**References**

PHP RFP III. §A-69.; III. §A-70.; V.B.4.a.; V.B.4.e.; V.B.4.f.; V.B.4.i.; V.B.4.j.; V.B.4.k.  
42 C.F.R. § 438.104(a) and 42 C.F.R. § 438.104(b)(1)(v).

**Version**

DATE	SECTION UPDATED	CHANGE