NC DEPARTMENT OF
HEALTH AND
HUMAN SERVICES

May 9, 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. B-BCBS Healthy Blue M-AmeriHealth Caritas NC W-WellCare Health Plans C-Carolina Complete Health U-UnitedHealthcare		
YYMM	2-digit calendar year and 2-digit month that the marketing material is approved by the Department. 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 (separate with a comma; e.g., "3,5" for Regions 3 and 5)		
X123	Marketing medium and sequential number for that medium. A dash will follow the sequence number to differentiate it from the expiration date.		
	B	Brochure; pamphlet; palm card	
	C	Call center message (recorded or stated)	
	D	Digital (email message, text message, mobile alert message, website copy). Attachments will have a separate marketing code.	
	F	Flyers, fact sheets and other one-pagers (approx. 8-1/2 x 11 or smaller, typically unfolded)	
	L	Letters and postcards	
	M	Meeting materials, such as a presentation deck or video used in member education sessions	
	P	Posters (larger than 8-1/2 x 11); banners; easels; booth displays, signage, etc.	
	R	Radio spots	
	S	Social media, including messages sent via Twitter, Facebook, Instagram or other social media channel	
	T	Television spots	
	U	Universal	
	V	Virtual meeting (e.g., webcast, webinar) recording file or script	
	W	Window clings, decals	
XYYMM	Expiration date of content (marketing material is no longer valid). Use X9999 for 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.

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	
5/9/2019	Marketing medium codes	B (expanded)	Added palm card
		D (new)	Digital; e.g., emails, texts, mobile apps, website copy
		E (removed)	email msgs moved to D-Digital
		P (expanded)	Added easels
		R (new)	Radio spots
		T (revised)	Television spots (texts moved to D-Digital)
		W (revised)	Window clings, decals