

DEPARTMENT OF HEALTH AND HUMAN SERVICES  
OFFICE OF DIRECTOR

**ACTION REFERRAL**

TO <i>Singleton/Patterson</i>	DATE <i>9-26-13</i>
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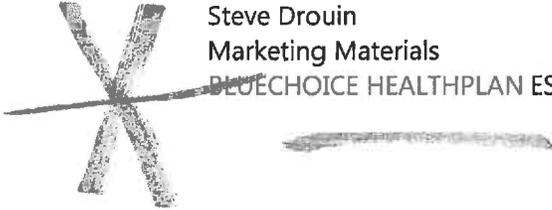
DIRECTOR'S USE ONLY	ACTION REQUESTED
1. LOG NUMBER <i>000122</i>	<input type="checkbox"/> Prepare reply for the Director's signature DATE DUE _____
2. DATE SIGNED BY DIRECTOR  <i>cleared, 12/17/13, letter attached</i>	<input checked="" type="checkbox"/> Prepare reply for appropriate signature DATE DUE <i>10-8-13</i>
	<input type="checkbox"/> FOIA DATE DUE _____
	<input type="checkbox"/> Necessary Action

APPROVALS (Only when prepared for director's signature)	APPROVE	* DISAPPROVE (Note reason for disapproval and return to preparer.)	COMMENT
1.			
2.			
3.			
4.			

**Jan Polatty**

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**From:** GARY.RIES@bluechoicesc.com  
**Sent:** Monday, September 23, 2013 11:58 AM  
**To:** Jan Polatty  
**Cc:** ELIZABETH.PLATT@bluechoicesc.com; douglas.klise@wellpoint.com; James Bradford; Steve Drouin  
**Subject:** Marketing Materials  
**Attachments:** ~~BLUECHOICE HEALTHPLAN ESTIMATE OF COLLATERAL NOT UTILIZED BY 1.doc~~



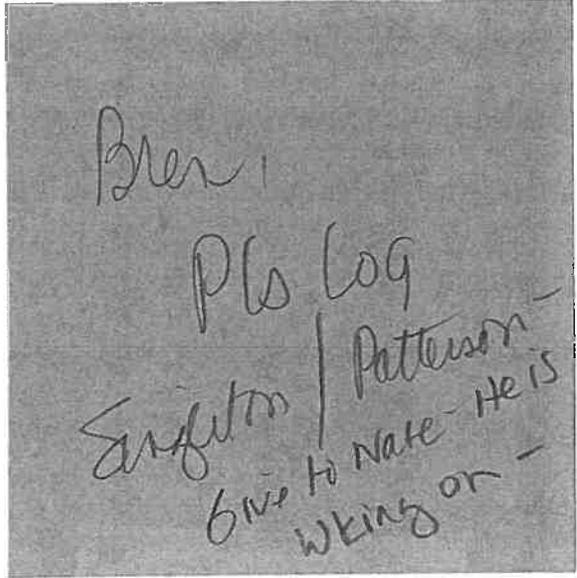
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In a meeting on September 5, BlueChoice discussed with Director Keck the challenge we were having with having all of our materials converted to the new logo by January 1. In return for some forbearance on the January 1 date, we committed to get to the Director a listing of the items and an approximate length of time that the materials may stretch beyond January 1. Attached is that list.

I want to be sure to again communicate that BlueChoice Healthplan Medicaid has begun to immediately implement the new logo in anything that has been ordered since the notification date and as items are approved by the Department. We are, however, awaiting on the Department to provide the new specifications for the new logo including the pantone colors. This will impact the timeline for incorporating the logo on some items.

Thanks  
Gary Ries, Director  
Medicaid Operations  
803-382-5741

**RECEIVED**  
SEP 26 2013  
Department of Health & Human Services  
OFFICE OF THE DIRECTOR



BLUECHOICE HEALTHPLAN ESTIMATE OF COLLATERAL NOT UTILIZED BY 1/1/14  
September 23, 2013

Item	Estimated Remaining	Estimated Exhaustion Date
Member Handbooks	3,000	March 2014
ID Cards*	32,500	October 2014
Various Provider Giveaway Items	2,000	March 2014
Member Flyers	2,500	May 2014

\*ID cards were just recently ordered and due to expense, we typically order a year's worth to get a price break.

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Response attached  
12/17/13

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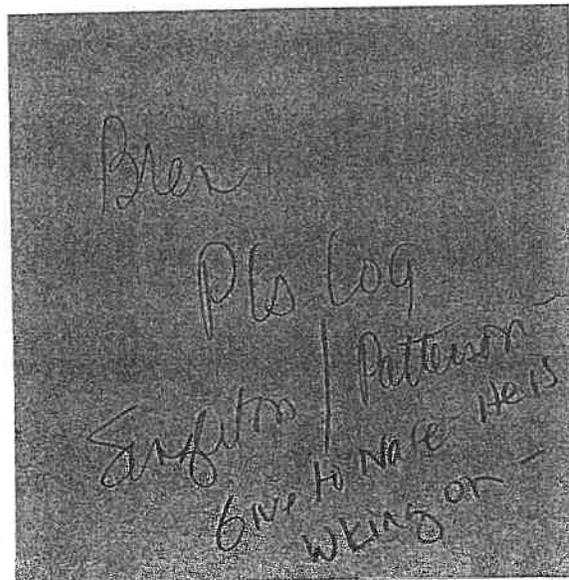
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## Cynthia Gore

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**From:** Deirdra Singleton  
**Sent:** Thursday, March 20, 2014 5:42 PM  
**To:** Cynthia Gore  
**Subject:** FW: Marketing Materials (From Gary Ries)  
**Attachments:** Minutes Weekly Health Services Meeting September 23 2013 DRAFT njp.docx; 20130923 Log Letter - Lea Kerrison (SCDHHS LOGO).pdf

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### Cynthia Gore

*Executive Assistant II*

[Cynthia.Gore@scdhhs.gov](mailto:Cynthia.Gore@scdhhs.gov)

803.898.3202

1801 Main Street, 11th Floor

Columbia, South Carolina - 29201

[www.scdhhs.gov](http://www.scdhhs.gov)



*Healthy Connections* and the Healthy Connections logo are trademarks of South Carolina Department of Health and Human Services and may be used only with permission from the Agency.

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**From:** Nathaniel Patterson  
**Sent:** Thursday, September 26, 2013 12:01 PM  
**To:** Jan Polatty; Deirdra Singleton; Roy Hess  
**Cc:** Kim Cox  
**Subject:** Re: Marketing Materials (From Gary Ries)

Fyi

I spoke with Gary Tuesday morning and Kim Cox Wednesday afternoon. I told Gary that I would provide feedback Friday in the form of a Letter.

See communications below...

I'll forward to Kim too...

#####

Email to Kim Cox 09/25/2013 at 4:05pm

Hi Kim,

As mentioned yesterday, one of the two MCO (Health Plan) Associations submitted a Log Letter regarding the SCDHHS Logo (attached).

After our meeting, I shared with Deirdra our plans to address the communications with the MCOs and the requirements we have outlined.

To recap:

1. Nate will ask staff to submit all MCO-comments regarding the Logo. This will allow us to take an inventory of the comments and issues raised (to date).
2. You and I will compare notes once I begin collection of these submissions... The goal is to compare the MCO's comments for similarities and abnormalities.
3. Nate will also collect all dates/deadlines communicated to the MCO's from internal Managed Care staff (e.g., emails, meeting minutes, etc.).
4. Nate will validate any deadline extensions offered to MCOs for extenuating circumstances (e.g., run-out of expensive products).
5. Nate will draft 3 types of Formal SCDHHS Letters: (1) A letter to all MCO's verifying the deadline for use of the Logo; (2) a letter for each individual MCO confirming the terms of their extended deadline/date; and (3) a final letter to the MHPSC in response to the Log Letter.
6. You and I will ask Legal to review and submit them to Deirdra, Bryan and Tony for feedback and approval/disapproval.
7. We will draft a basic set of instructions for internal staff. These instructions will outline what to do and how to do it...
8. We will meet with internal staff after we have everything prepared for distribution and etc.

Did I capture everything?

Thanks,

-Nate

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Notes from Weekly Health Services Staff Meeting (Monday, September 23, 2013)

- SCDHHS Logo: Nathaniel shared with the group the new draft SCDHHS logo style guide produced by the Office of Communications. Once finalized and approved for use by leadership, the Health Services Team will receive a presentation about the appropriate use of these logos—for internal and external purposes (e.g., management of MCO marketing materials, SCDHHS Letterhead, etc.). Copies of the "Guidebook" will be shared with staff as soon as possible. Individual MCO's will receive a Formal SCDHHS Letter with details about the Department's official deadline for implementation and technical requirements. Questions should be submitted to Program Management (i.e., Jennifer Campbell, Teeshla Curtis, Nathaniel Patterson, and Kim Cox).

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**From:** Jan Polatty <[polattyj@scdhhs.gov](mailto:polattyj@scdhhs.gov)>

**Date:** Thursday, September 26, 2013 11:43 AM

**To:** Deirdra Singleton <[Singled@scdhhs.gov](mailto:Singled@scdhhs.gov)>, Roy Hess <[hessroy@scdhhs.gov](mailto:hessroy@scdhhs.gov)>, "Nathaniel J. Patterson"

<pattnat@scdhhs.gov>

**Subject:** FW: Marketing Materials (From Gary Ries)

Sorry for the delay in sending – had it pending to send and never sent. Please let me know if we need to log and/or put in front of TK. Thanks, Jan.

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**From:** [GARY.RIES@bluechoicesc.com](mailto:GARY.RIES@bluechoicesc.com) [mailto:[GARY.RIES@bluechoicesc.com](mailto:GARY.RIES@bluechoicesc.com)]

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Gary Ries, Director  
Medicaid Operations  
803-382-5741

December 17, 2013

Mr. Scott Graves  
President and COO  
BlueChoice HealthPlan  
PO Box 6170, Mail Code AX-400  
Columbia, South Carolina 29260

Re: Implementation of the new SCDHHS Logo and MCO inventory run-out request

Dear Mr. Graves,

As part of our ongoing efforts to update and implement the new Healthy Connections logo, the South Carolina Department of Health and Human Services ((SCDHHS); *aka* "Department") has agreed to provide all Medicaid Managed Care Organizations (MCOs) currently operating in the state with the opportunity to run-out select inventories of health plan materials that possess the old SCDHHS Healthy Connections logo.

This letter serves as the Department's formal acknowledgement of the inventories and corresponding run-out dates for BlueChoice (BC) (see Enclosure 1).

The contact person within our Department regarding technical details about the logo usage Style Guide is Kim Cox. She can be reached by phone at (803) 898-4439 or by email at [coxkim@scdhhs.gov](mailto:coxkim@scdhhs.gov).

For questions regarding all other Medicaid Managed Care policies, please contact me by phone at (803) 898-2018 or by email at [pattnat@scdhhs.gov](mailto:pattnat@scdhhs.gov).

Sincerely,



Nathaniel J. Patterson  
Program Director, Health Services

cc: Deirdra T. Singleton, Deputy Director  
Kim Cox, Communications Director  
Evan Gessner, Assistant General Counsel  
Dan Gallagher, Assistant VP, Medicaid  
Gary Reis, Director Medicaid Operations

Enc.

Enc.

Enclosure 1

**BLUECHOICE HEALTHPLAN ESTIMATE OF COLLATERAL NOT UTILIZED BY 1/1/14  
(as of September 23, 2013)**

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