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DIVISION: Health & Long Term Care

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TO: Local District Commissioners, Managed Care Coordinators

FROM: Richard T. Cody, Deputy Commissioner

Ellen J. Anderson, Dept. of Health, Director of Managed Care

SUBJECT: Revision to Marketing Materials of Managed Care Organizations
(MCOs) Regarding Language Requirements

EFFECTIVE DATE: Immediately

CONTACT PERSON: Claire Malone, (518) 473-1134

The revised marketing guidelines for Managed Care Organizations (MCOs) are in the final approval stage and the language requirements for the non-English speaking population group have been changed.

The New York State Managed Care Policy and Procedure Manual, 93-ADM-1, states that if more than 5 percent of the LDSS target population is non-English speaking, bilingual marketing materials must be prepared for each population group.

The new standard states that MCOs must make written materials and interpreter services available in languages other than English, whenever 10 percent or 500 Medicaid recipients (whichever is less) in the catchment area served by the MCO speak a language other than English as a first language.

Please include these changes in your Medicaid Managed Care Manuals.