



**Louisiana Department of Health
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Dental Members and Plan Choice vs. Provider Steering

All dental providers delivering services to Louisiana Medicaid and LaCHIP recipients enrolled in Dental Benefit Plan Managers (DBPM) are welcome to inform their patients of the plans they have chosen to participate with, but Louisiana Medicaid has strict prohibitions against patient steering, which all providers must observe.

Patient steering is defined in Title 50 of the Louisiana Administrative Code as unsolicited advice or mass-marketing directed at Medicaid recipients by health plans, including any of the entity's employees, affiliated providers, agents, or contractors, that is intended to influence or can reasonably be concluded to influence the Medicaid recipient to enroll in, not enroll in, or disenroll from a particular health plan(s).

The requirements below must be strictly observed by all Medicaid dental providers.

- Providers may inform their patients of all DBPM networks in which they participate, and can inform patients of the benefits and services offered through the MCOs in which they participate.
- **Providers are not allowed to disclose only one of the DBPMs in which they participate.** Disclosure of DBPM participation must be all or nothing.
- Providers can display signage, provided by the DBPM, at their location indicating which DBPMs are accepted there, but must include all DBPMs in which they participate in this signage.

Providers **MAY NOT RECOMMEND** one DBPM over another DBPM and **MAY NOT OFFER** patients incentives for selecting one DBPM over another. Providers may allow use of office

equipment (phones, computers, etc.) for member-directed enrollment or disenrollment purposes.

- Patients who need assistance with their DBPM services should call the Member Services Hotline for the DBPM in which they are enrolled, and those who wish to learn more about the different DBPMs should contact the Healthy Louisiana Enrollment Broker at 1-855-229-6848 to receive assistance in making an DBPM decision.
- Under **NO CIRCUMSTANCES** is a provider allowed to change a member's DBPM or request a DBPM reassignment on a member's behalf. Disenrollment requests must be initiated and approved by the member.

If a provider or DBPM is found to have engaged in patient steering, they may be subject to sanctions such as, but not limited to, monetary penalties, loss of linked patients and/or excluded from enrollment in Medicaid/Medicaid managed care network opportunities.