

November 7, 2018

<Provider Name>
<Provider Address 1>
<Provider Address 2>
<Provider City> <State> <zipcode5-zipcode4>

Dear Provider:

RE: Clarification of Recruitment and Marketing Policy in Bulletin MSA 18-09

On May 1, 2018, the Michigan Department of Health and Human Services (MDHHS) issued Bulletin MSA 18-09 regarding Home Help Agency Provider Standards. The purpose of this letter is to clarify the following policy in MSA 18-09, which appears in Section IV.D.
Recruitment and Marketing:

- Agencies are not allowed to recruit or direct their advertising to Medicaid beneficiaries and/or their active individual caregivers who are already receiving Home Help services through MDHHS.

Home Help agency providers are only prohibited from recruiting and directing their advertising to the following individuals:

- A Medicaid beneficiary who is currently receiving Home Help services.
- An individual caregiver who is currently providing Home Help services to a Medicaid beneficiary.

Home Help agency providers may recruit and direct advertising to other Medicaid beneficiaries if they are neither serving as individual Home Help providers nor receiving Home Help services. Agency providers may also conduct standard employee recruitment (e.g. posting openings) and general advertising.

If you have questions, you may contact Provider Support at 1-800-979-4662 or by email at ProviderSupport@michigan.gov.

Sincerely,



Kathy Stiffler, Director
Medical Services Administration