PrimeWest Health Communications
Mission Statement

To provide excellent, meaningful communication through interdepartmental collaboration and adherence to applicable regulations and standards
Role within PrimeWest Health

- Develop all member materials for pre-enrollment and post-enrollment
- Support other PrimeWest Health departments with their member, provider, and general communications projects
Member Materials – All Programs

- ID cards/letters
- Language/Discrimination Notice inserts
- Notice of Privacy Practices
- Health Care Directives
- Website content
Member Materials – Non-Medicare

- Notice of Electronic Materials
- NCQA New Member Bulleted List
- NCQA Annual Bulleted List
- Member Handbook
- Provider and Pharmacy Directory
- Formulary (Drug List)
- Annual Report
Member Materials – Medicare

- Annual Notice of Change
- Summary of Benefits
- Formulary (Drug List)
- Member Handbook/Evidence of Coverage
- Provider and Pharmacy Directory
- Star Ratings
- Enrollment forms (Minnesota Senior Health Options and Special Needs BasicCare)
Cross-Departmental Projects

- Letters/notices/forms
- Reports/proposals
- Member and provider newsletters
- Outreach/education brochures
- Website
- Letterhead/envelopes/business cards
- Promotional items
- Materials for events
- Special projects