

**Sec. 17b-262-1017. Marketing Guidelines**

(a) Prohibited marketing activities. Any dental provider, including a dentist, dental clinic, mobile dental clinic or SBHC, participating in the CMAP shall not engage in any marketing activity, including any dissemination of material or other attempt to communicate, that:

(1) Involves unsolicited personal contact, including door-to-door solicitation, solicitation at a childcare facility or other type of facility, direct mail, or telephone, with a Medicaid member or a parent whose child is enrolled in the CMAP;

(2) Is directed at the member or parent solely because the member or the parent's child is receiving benefits under the CMAP; and

(3) Is intended to influence the member's or parent's choice of provider.

(b) Permissible marketing activities by dental providers participating in the CMAP. Nothing in this section prohibits a dental provider participating in the CMAP from:

(1) Engaging in a marketing activity, including any dissemination of material or other attempt to communicate, that is intended to influence the choice of provider by a Medicaid client or a parent whose child is enrolled in the Medicaid program, if the marketing activity:

(A) Is conducted at a community-sponsored educational event, health fair, outreach activity, or other similar community or nonprofit event in which the provider participates and does not involve unsolicited personal contact or promotion of the provider's practice that is not used as part of health education; or

(B) Involves only the general dissemination of information, including by television, radio, newspaper, or billboard advertisement, and does not involve unsolicited personal contact.

(2) As permitted under the dental provider's contract, engaging in the dissemination of material or another attempt to communicate with a Medicaid member or a parent whose child is enrolled in the CMAP, including communication in person or by direct mail or telephone, for the purpose of:

(A) Providing an appointment reminder;

(B) Distributing promotional health materials;

(C) Providing information about the types of services offered by the provider; or

(D) Coordinating patient care.

(3) Engaging in a marketing activity that has been submitted for review and obtained a notice of prior authorization from the department under subsection (c) of this section.

(c) Review and prior authorization. A dental provider participating in the CMAP may submit proposed marketing materials to the department or its designee for review and prior authorization to ensure that the materials are in compliance with this section. The department may grant or deny a provider's request for prior authorization in accordance with the following:

(1) The department or its designee shall review materials submitted for approval and respond to review requests from the provider or provider's offices not later than sixty days after the receipt of the material;

(2) If the department or its designee does not respond to materials submitted for approval not later than sixty days after submission, the provider, provider group, facility or its representative may use the materials as presented; and

(3) The department may request revisions or recall any materials that advertise or

*Regulations of Connecticut State Agencies*

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represent CMAP in advertisements or specific materials at any time.

(Effective July 9, 2025)