



## Member Choice Guidelines for Providers

All health care providers delivering services to Iowa's Medicaid population, who are included in the IA Health Link transition to managed care, are welcome to inform their patients of the IA Health Link plans in which they have chosen to participate. However, there are strict prohibitions against patient steering, which all providers must observe.

- Providers may inform their patients of all health plans in which they participate.
- Providers are not allowed to selectively disclose the health plans in which they participate. Disclosure of health plan participation must be all or nothing.
- Providers can display signage, provided by the health plan, at their location indicating which health plans they accept. However, signage must include all health plans in which they participate.
- If a provider participates in only one IA Health Link health plan, the provider can display signage for only one health plan and can tell a patient that is the only health plan accepted by that provider.
- Providers may not recommend one health plan over another and may not offer patients incentives for selecting one health plan over another.
- Providers may not assist a patient in the selection of a specific health plan. Additionally, patients may not use the provider's fax machine, office phone, computer, etc., to make such a selection.
- Under no circumstances is a provider allowed to change a member's health plan for him/her, or request a health plan reassignment on a member's behalf.
- Members who need assistance with their health plan selection should contact Iowa Medicaid Member Services at 1-800-338-7909 or [IMEMemberServices@dhs.state.ia.us](mailto:IMEMemberServices@dhs.state.ia.us).

If you have any questions please contact the IME Provider Services Unit at 1-800-338-7909, or email at [IMEproviderservices@dhs.state.ia.us](mailto:IMEproviderservices@dhs.state.ia.us) or visit [www.IAHealthLink.gov](http://www.IAHealthLink.gov).