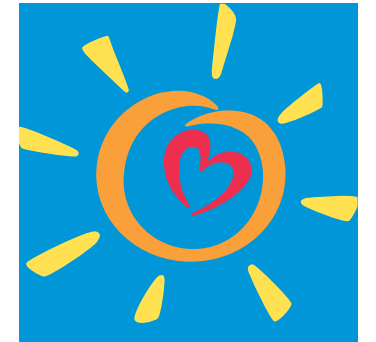


L.A. Care Health Plan

Corporate Identity Manual



L.A. Care
HEALTH PLAN®

**Branding Standards
& Marketing Style Guide**

INTRODUCTION

A strong corporate identity helps strengthen our image and support our marketing activities. When our corporate identity system is presented consistently, we create a positive and lasting impression of our organization. The value of our brand symbol (logo and corporate identity) is immeasurable. Its value increases each time it is presented properly and decreases with every incorrect or improper application.

This manual will help you make proper use of the L.A. Care brand. Anyone who intends to use any of our brand elements should familiarize themselves with these guidelines to ensure proper usage. If you have any questions or would like further information regarding these guidelines or our logo, please submit your questions or comments to our Marketing department at: <https://podio.com/webforms/9967456/726879>.

These guidelines provide a unified and visible means of identifying L.A. Care to our employees, members, providers, shareholders and our community. Your help and support in applying the guidelines accurately and consistently will add to the strength of our organization.

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The L.A. Care Health Plan Corporate Identity System consists of the following elements:

Brand identifiers:

- The L.A. Care logo with contact information
- The L.A. Care colors/color palette
- The “swoosh or wave” design element
- The L.A. Care logo (sun and/or heart) icon
- The *For A Healthy Life* tag line
- L.A. Care icon illustrations

Color identifiers:

- Blue** for any corporate or non-program specific collateral
- Purple** for Cal MediConnect
- Red** for Medi-Cal
- Yellow** for Healthy Kids
- Teal** for L.A. Care Covered
- Off-Blue** for the PASC-SEIU Homecare



C: 87 M:23.5 Y:0 K:0
PMS:2925
R:60 G:149 B:212
Hex: 3B95D8



C:0 M:94 Y:64 K:0
PMS:199
R:238 G:51 B:78
Hex: EE334E



C:84 M:0 Y:18 K:0
PMS:7466 C
R:0 G:176 B:185
Hex: 00B0B9



C:69 M:85 Y:10 K:11
PMS:7678 C
R:100 G:64 B:132
Hex: 644084



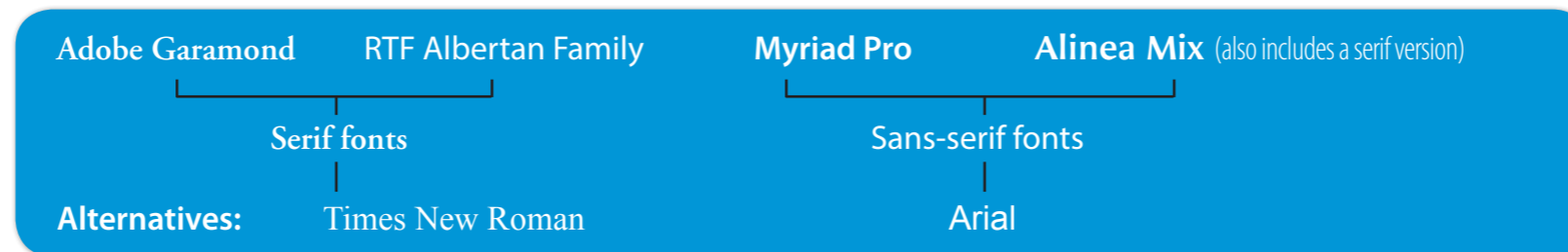
C:0 M:9 Y:79 K:0
PMS:113 U
R:255 G:224 B:92
Hex: FFE05C



C:65 M:30 Y:0 K:11
PMS:646 C
R:100 G:137 B:187
Hex: 6380A2

Solid typography:

Below are the font families used to support the L.A. Care brand. When working with Microsoft Office templates or non-professionally designed collateral, **Arial** and **Times New Roman** can be used as alternatives.



The use of other alternative fonts requires approval from Marketing. Contact Marketing at <https://podio.com/webforms/9967456/726879> for more information.

CORPORATE COLOR PALETTE

L.A. Care's color palette consists of seven primary colors; 6 of which, serve as brand identifiers. Additionally, there is also six secondary colors, that are used to support the primary colors.

In addition to the secondary colors, alternative colors can also be used in conjunction with a primary color. These additional colors should be considerate to our corporate color palette, while effectively enhancing the appearance of the design. Ideally, this means that it is pivotal to avoid obvious contrasting colors and color tones that could clearly create a disparity with the look and feel of L.A. Care's corporate brand. Examples of such color palettes are: under saturated and muddy colors/ color schemes.

The L.A. Care color palette for Adobe Creative software can be obtained by contacting the Marketing department at <https://podio.com/webforms/9967456/726879>.

PRIMARY COLORS

This palette describes in detail, the official **primary** color options for the brand identity and how each may be accurately and consistently applied across print and Web applications.

L.A. Care
Logo Colors



 Corporate C: 87 M:23.5 Y:0 K:0 PMS:2925 R:60 G:149 B:212 Hex: 3B95D8	 C:0 M:43 Y:87 K:0 PMS:130 U R:249 G:161 B:58 Hex: F9A13A	 Medi-Cal C:0 M:94 Y:64 K:0 PMS:199 R:238 G:51 B:78 Hex: EE334E	 Healthy Kids C:0 M:9 Y:79 K:0 PMS:113 U R:255 G:224 B:92 Hex: FFE05C
 LACC C:84 M:0 Y:18 K:0 PMS:7466 C R:0 G:176 B:185 Hex: 00B0B9	 CMC C:69 M:85 Y:10 K:11 PMS:7678 C R:100 G:64 B:132 Hex: 644084	 PASC-SEIU C:65 M:30 Y:0 K:11 PMS:646 C R:100 G:137 B:187 Hex: 6380A2	

SECONDARY COLORS

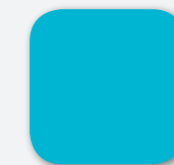
This palette describes in detail, the official **secondary** color options for accents as they apply to all visual communications, and how each may be accurately and consistently applied across print and Web applications.

 C:100 M:15 Y:4 K:24 PMS:301 U R:0 G:125 B:173 Hex: 006EA4	 C:1 M:17 Y:93 K:3 PMS:7406 C R:244 G:200 B:39 Hex: F4C827	 C:2 M:56 Y:94 K:6 PMS:7413 C R:226 G:128 B:41 Hex: E18028	 C:0 M:96 Y:85 K:27 PMS:7621 C R:183 G:32 B:38 Hex: B71F26	 C:59 M:0 Y:100 K:7 PMS:369 U R:108 G:179 B:63 Hex: 6CB33E
--	---	--	--	--

Contrast Colors: The following colors can be used as alternatives to black, for providing rich and strong contrasts to text.

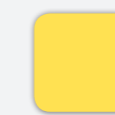
 C:100 M:57 Y:9 K:52 PMS:7694 R:1 G:66 B:106 Hex: 01426A	 C:100 M:100 Y:7 K:56 PMS:275 R:32 G:23 B:71 Hex: 201747	 C:16 M:100 Y:65 K:58 PMS:188 R:118 G:35 B:47 Hex: 76232F
 C:97 M:0 Y:35 K:57 PMS:7715 R:0 G:98 B:105 Hex: 006269	 C:0 M:74 Y:100 K:8 PMS:718 R:190 G:77 B:0 Hex: BE4D00	
 BLACK C:0 M:0 Y:0 K:100 R:0 G:0 B:0	 BLACK (RICH) C:60 M:40 Y:40 K:100 OR C:60 M:60 Y:0 K:100	

L.A. CARE COVERED COLOR SCHEME



C:84 M:0 Y:18 K:0
PMS:7466 C
R:0 G:176 B:185
Hex: 00B0B9

Primary accent color



C:0 M:9 Y:79 K:0
PMS:113 U
R:255 G:224 B:92
Hex: FFE05C

Secondary accent color



C:59 M:0 Y:100 K:7
PMS:369 U
R:108 G:179 B:63
Hex: 6CB33E

The L.A. Care logo is comprised of the logo symbol and the logotype. Both symbol and logotype make up the L.A. Care brand. It is important that the use of the logo be limited to the styles, variations and colors shown in this manual, with no exceptions.

The vertical and horizontal orientations are the only two accepted variations of the logo. The logo icon (or sun icon) is also used, in specific cases, as a supporting brand element.

Preferred Version and Usage



L.A. Care
H E A L T H P L A N ®

.5" or 36px high - Minimum advised in height for logo.

Logo must be scaled proportionally.

Approval from Marketing required for smaller versions.

The vertical full-color logo is the preferred version.

Reversing the logo (converting black text to white) can only be done with permission by the Marketing department.

The L.A. Care logo can be printed on a solid, uncluttered background using the primary corporate colors.

When used in combination with other logos, the L.A. Care logo should be prominent and of the same size (or proportionate), unless otherwise specified by regulatory guidelines.

Secondary Version and Usage



L.A. Care
H E A L T H P L A N ®

.25" or 18px high - Minimum advised in height for logo.

Logo must be scaled proportionally

Approval from Marketing required for smaller versions.

The horizontal orientation is also available and is considered a secondary version, and should be used only when the vertical version does not work with existing layout.

When used in combination with other logos, the L.A. Care logo should be prominent and of the same size (or proportionate), unless otherwise specified by regulatory guidelines.

The Logo heart & sun Icon

The logo icon may be used for supplemental creative applications.

It can also be used as a watermark, allowing for type and art to be applied above or below the artwork.

The logo icon **may not** be used as an alternative for the logo.



LOGO PLACEMENT

Logo usage and placement with other items



MINIMUM CLEAR SPACE

1/4 of the L.A. Care logo icon box should be used as a reference for clear space around the logo. The only exception is when placing tagline or web/phone below. See below.

MINIMUM CLEAR SPACE

1/4 of the L.A. Care logo icon box should be used as a reference for clear space around the logo. The only exception is when placing tagline or web/phone below. See below.



Placement of tagline, website & phone numbers in relation to the logo.



L.A. Care
HEALTH PLAN®
www.lacare.org

This space should be no less than the height of the "C" in the LAC logo.

 **L.A. Care**
HEALTH PLAN®
www.lacare.org

On the Vertical logo: The width of the tagline, website and phone number should be the equal to the width of logomark box. **This content should be flush on both sides for both logos.**

On the Horizontal Logo: The width of the tagline, website and phone should be the equal to the width from the left edge of the logomark box and the edge of the edge of the "e" in L.A. Care. **This content should be flush on both sides for both logos.**

Placement of plan partner logos along side the L.A. Care Logo.

Whenever a creative involves a partner logo/s, it's important to add enough of a clearing from the L.A. Care logo and partner logo. In many occasions a vertical or horizontal line can be applied as a divider. The L.A. Care should never have less visual weight than the partner logo/s.



LOGO PLACEMENT & COLOR VARIATIONS

Logo color variations

Below are the approved color options for the L.A. Care logos. Only the indicated PMS, CMYK, RGB and Web colors should be used. These colors cannot be altered or manipulated.

The full color and 2-color logo should never be placed above a blue background or a background that does not provide sufficient contrast to the L.A. Care blue. Additionally, stylisitice effects, such as outlines or shadows should never be applied to the logo.

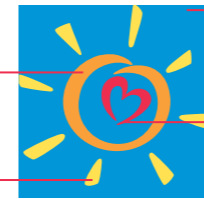
Full color detail

LAC Orange

C:0 M:43 Y:87 K:0 | PMS:130 U | R:249 G:161 B:58 | Hex: F9A13A

LAC Yellow

C:0 M:9 Y:79 K:0 | PMS:113 U | R:255 G:224 B:92 | Hex: FFE05C



L.A. Care
HEALTH PLAN®

LAC Blue

C: 87 M:23.5 Y:0 K:0 | PMS:2925 | R:60 G:149 B:212 | Hex: 3B95D8

LAC Red

C:0 M:94 Y:64 K:0 | PMS:199 | R:238 G:51 B:78 | Hex: EE334E



L.A. Care
HEALTH PLAN®

BLACK

C:0 M:0 Y:0 K:100
R:0 G:0 B:0

2-color detail

(blue and black)



L.A. Care
HEALTH PLAN™



L.A. Care
HEALTH PLAN™

1-color detail

(black only)



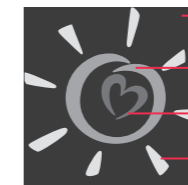
L.A. Care
HEALTH PLAN™



L.A. Care
HEALTH PLAN™

Gray Scale detail

(black Tones only)



Box: Black %:90

Sun ring: Black %:40

Heart: Black %:60

Sun Rays: Black %:15

L.A. Care
HEALTH PLAN™

Black %:100



L.A. Care
HEALTH PLAN™

The logo cannot be produced in other colors or other variations of these colors.

In some occasions, such as when used for promotional materials, the 1-color logo can be reversed to white instead of black for application onto dark surfaces.



L.A. Care
HEALTH PLAN®



L.A. Care
HEALTH PLAN®



L.A. Care
HEALTH PLAN®



L.A. Care
HEALTH PLAN®

Additionally, all logos can also be used with the black logo text reversed to white instead of black for application onto dark surfaces. Permission from Marketing is required.

For more information on reversing the L.A. Care logo, contact the Marketing department at: <https://podio.com/webforms/9967456/726879>.

LOGO-WHAT NOT TO DO

Logo Modification

In no way should the L.A. Care logo be modified.

Color Reproduction

The logotype must always be in black. Do not modify any of the color or color combinations. Below are logo color values:

Blue: C: 87 M: 23.5 Y: 0 K: 0 **Orange:** C: 0 M: 43 Y: 87 K: 0

Yellow: C: 0 M: 9 Y: 79 K: 0 **Red:** C: 0 M: 94 Y: 64 K: 0

Reversing the logo can only be executed with permission from the Marketing department at <https://podio.com/webforms/9967456/726879>.

Orientation

Verticle Logo: Logotype should never appear on top or to the left and/or right of the logo symbol, or wider than the symbol.

Horizontal Logo: Logotype should never appear on top or to the left of the logo symbol, or wider than the width of the symbol.

Proportions

Logotype is to never be modified. Overall logo integrity must remain intact.

The logotype, L.A. Care Health Plan, must appear in its entirety; it cannot be scaled.

Do not recreate the logo. Please contact the Marketing department to request various formats or versions of the logo. Internal employees can obtain limited versions of these logos on the L.A. Care Intranet by navigating to http://insidelac/marketing_tools.

Cutting & Pasting

Do not cut and paste any representation of the logo from the Web Site. Please use the appropriate logo formats. Internal employees can obtain limited versions of these logos on the L.A. Care Intranet by navigating to http://insidelac/marketing_tools.

The re-application of logos that have been extracted from a Web Site, can drastically affect the integrity of the logo.



L.A. CARE COVERED BRAND - LOGO USAGE

Use the L.A. Care Covered™ logo in one of three formats on all marketing materials.



L.A. Care Covered Logo Usage

The horizontal version of the logo is the preferred logo usage for most applications including signage, uniforms, website and marketing materials.



The Combination English and Spanish version of the L.A. Care Covered logo should be used in all marketing communication materials where the content of the piece is in both English and Spanish. Use the Combination English/Spanish logo in one of these two variations.



The preferred position is to place the L.A. Care Covered logo on a white background with blue and orange lettering for maximum visual impact.



When placing the Covered California™ logo next to L.A. Care Covered logo — a logo lock-up. In such instances, always separate the logos with a dividing line.

All rules stated for the L.A. Care Logos also apply to the L.A. Care Covered logos. Internal employees can obtain limited versions of these logos on the L.A. Care Intranet by navigating to the http://insidelac/marketing_tools.

Contact the Marketing department at <https://podio.com/webforms/9967456/726879> for any additional questions regarding the use of these L.A. Care Covered logos and Brand, or to request logos.

L.A. CARE COVERED *DIRECT* BRAND - LOGO USAGE

Use the L.A. Care Covered *Direct*™ logo in one of three formats on all marketing materials.



L.A. Care
Covered™
Direct



L.A. Care Covered™
Direct



L.A. Care
Covered™
Direct



L.A. Care
Covered™
Direct



L.A. Care Covered™
Direct



L.A. Care
Covered™
Direct

L.A. Care Covered Direct Logo Usage

The horizontal version of the logo is the preferred logo usage for most applications including signage, uniforms, website and marketing materials.



The preferred position is to place the L.A. Care Covered *Direct* logo on a white background with blue and orange lettering for maximum visual impact.

Internal employees can obtain limited versions of these logos on the L.A. Care Intranet by navigating to the http://insidelac/marketing_tools.

Contact the Marketing department at <https://podio.com/webforms/9967456/726879> for any additional questions regarding the use of these L.A. Care Covered logos and Brand, or to request logos.

LOGO TREATMENT: TAGLINES & PROGRAMS

For a Healthy Life Tag line

The *For a Healthy Life* and *Por Una Vida Sana* tag lines should not be smaller than .5 inch in length and should not be larger than the L.A. Care logo that is used in the same communication piece.

Contact Marketing at <https://podio.com/webforms/9967456/726879> for any additional questions regarding the use of these tag lines.

L.A. Cares About Diabetes and L.A. Cares About Asthma logos

The L.A. Cares About Diabetes and L.A. Cares About Asthma logos are essentially the horizontal L.A. Care logo with "L.A. Cares About ..." text placed just below the logo. The rules that apply to our horizontal logo also apply to these logos.

Font Styles used for tag line: *Myriad Pro light & Myriad Pro Semibold*

L.A. Care Family Resource Centers Tag line

Tag lines can be incorporated within Family Resource Center communications.

Font Styles used for tag line: *Myriad Pro Regular & Myriad Pro Light Condensed*

Community Health Improvement Project (CHIP)

Use this logo for all Community Health Improvement Project programs.

Health In Motion™

Use this logo for all Health In Motion™ educational programs.

Font Styles used for tag line: *Adobe Garamond Semibold Italic*

The *L.A. Cares About Diabetes*, *L.A. Cares About Asthma* and *Health In Motion* logos must always include the trademark character. On some occasions, when these tag lines are applied to canvases that cannot capture such detail, such as when sewn onto fabrics, Marketing must be contacted for approval of use without trademark. Additionally, when an actual tagline is written out as part of the collateral's content, only the first mention of such tagline requires the trademark character.

For a **Healthy Life**
For a **Healthy Life**

Por Una **Vida Sana**
Por Una **Vida Sana**



L.A. Cares About **Asthma**®



L.A. Cares About **Diabetes**®



L.A. Cares About Your **Heart**®

L.A. Care Family Resource Centers
Your Centers for Health and Wellness

Centros de Recursos Familiar de L.A. Care
Sus Centros de salud y bienestar



LOGO TREATMENT: PARTNER LOGOS

When used in combination with other logo(s), the L.A. Care logo should be listed first, be prominent and of the same size (or proportionate), unless otherwise specified by regulatory guidelines. Please check for updates on guidelines, logo usage and logo files on the Intranet or by contacting the Marketing department at: <https://podio.com/webforms/9967456/726879>.

Covered California

The preferred version of the Covered California logo is the vertical configuration in full color. The full-color logo should only appear against a solid white background.

Secondary versions of the logo, including grayscale, one-color (black) and reverse (white), should be used only in instances when color artwork and layouts are not possible, such as black-and-white newspaper print ads.

When sizing the logos, make sure that they all have equal prominence. Because partner logos may vary in shape, the logos should appear optically equal even if they are not the exact same size.

Healthy Kids, First 5 LA & Children's Health Initiative (CHI)

Healthy Kids member materials must carry L.A. Care, First5 LA and CHI logos. First5 LA should appear in full color or black. All logos should be of the same size or proportion. An affiliation statement must also accompany these materials.

Medi-Cal and Plan Partners

Some Medi-Cal marketing and member materials must carry all or one of our health plan partner's logos. The plan partners' logos should be used according to their respective guidelines and cannot be modified. All logos should be of the same size or proportion. The L.A. Care logo should be listed first and be prominent.

Partners' logos in their recommended formats



FONTS & TYPOGRAPHY

To reflect the strong, simple attributes of L.A. Care's brand identity, a variation of four different but harmonious typeface families will be used, Adobe Garamond, RTF Albertan, MyriadPro and Alinea Mix. Adobe Garamond and RTF Albertan are a "serif" face (with small extenders on the ends of the letters), while MyriadPro and Alinea Mix are a "sans-serif" (no extenders). They work well together because both are based on similar geometry and proportions. At the same time, the combination provides contrast and integration, a range of formality levels, and maximum flexibility and consistency. They both offer several options in style (light, regular, bold, condensed, etc.).

Contact the Marketing department at <https://podio.com/webforms/9967456/726879> for any questions regarding the use of L.A. Care fonts and typography.

Myriad Pro, Alinea Mix. Arial can be used as an alternative if these fonts are not available or when using a non-professional desktop publishing software.

Medi-Cal Program

Medi-Cal PROGRAM

Myriad Pro and Alinea Mix are the preferred fonts for headers and sub-headers.

L.A. Care typefaces are available for Macintosh and Windows. If the suggested typefaces are not available, alternative typefaces, Times New Roman and Arial, may be used.

Adobe Garamond, RTF Albertan Family. Arial can be used as an alternative if these fonts are not available or when using a non-professional desktop publishing software.


Medi-Cal Program

Medi-Cal Program

Adobe Garamond and RTf Albertan are the preferred fonts for large body text, such as member collateral copy and newsletter articles.

THRESHOLD LANGUAGES

The following is a list of L.A. Care's preferred fonts when working with threshold languages. Translators and designers should use these fonts as they ensure consistency and cross-platform stability.

Language	Writing Direction	Sample	PC 	Mac 
English (EN)	L → R L & C Justified	Hello	Myriad Pro (T), Adobe Garamond (T), Arial (T), Times New Roman (T), Alineal Family (T), RTF Albertan Family (T)	Myriad Pro, Adobe Garamond, Arial, Times New Roman, Alineal Family, RTF Albertan Family
Armenian (AR)	L → R L Justified	Հրավո	Sylfean***, Arian AMU (T)	Sylfean (T), Arian AMU (T), Arial Unicode MS** (T)
Chinese (CH) (Traditional)	L → R Justified	你好	PMingLiU*** (T), MingLiU family*** (T)	PMingLiU, MingLiU family, Apple LiGothic*** (T), Heiti TC** (T), LiHei Pro** (T)
Farsi (FA)	L ← R R Justified	سلام	Arial, X Series 2 (collection) (T) (T)	Arial, X Series 2, Geeza Pro** (T)
Khmer (KH)	L → R L Justified	ជំនាបស្តវ (may not be actual translation)	KH Content**(All KH fonts are OK), Khmer OS Family (T) (T), Khmer SBBIC*** (T), DaunPenh*** (T)	KH Content**(All KH fonts are OK), Khmer OS Family, Khmer MN** (T), Khmer Sangum MN*** (T)
Korean (KO)	L → R Justified	안녕하세요	SM Myungjo Family**, Batang*** (T), Gulim*** (T)	SM Myungjo Family**, Batang, Gulim, Apple Gothic* (T), PCMyoungjo* (T)
Spanish (SP)	L → R L & C Justified	Hola	Myriad Pro, Adobe Garamond, Arial, Times New Roman, Alineal Family, RTF Albertan Family	Myriad Pro, Adobe Garamond, Arial, Times New Roman, Alineal Family, RTF Albertan Family
Russian (RU)	L → R L Justified	привет	Arial, Times New Roman,	Arial, Times New Roman, Charcoal CY** (T), Geneva CY** (T), Helvetica CY (T), Monaco CY*** (T), Times CY (T)
Tagalog (TA)	L → R L & C Justified	kumusta	Myriad Pro, Adobe Garamond, Arial, Times New Roman	Myriad Pro, Adobe Garamond, Arial, Times New Roman
Vietnamese (VI)	L → R L & C Justified	chào	Arial, Times New Roman, Tahoma** (T), Arial Unicode MS*** (T)	Arial, Times New Roman, Lucida Grande** (T)
Arabic (AB)	L ← R R Justified	السلام عليكم	Arial, Traditional Arabic (T), Courier New, Myriad Arabic (T), Adobe Arabic	Arial, Myriad Arabic (T), Geeza Pro**, Adobe Arabic, Al Bayan**, Damascus**
Thai (TH)	L → R L Justified	สวัสดี	Tahoma**, Microsoft Sans Serif*** (T)	Tahoma, Microsoft Sans Serif

For fonts that do not provide alternative styles, such as *italic* and **bold**, character manipulation techniques can be applied. Such techniques are:

* **For Bold effect:** Adding a strock/outline to characters (usually .1-.3 points) ** **For italic effect:** Adding 15% skew to characters

Sans-Serif font: T Serif font: T

LEGAL AFFILIATION STATEMENT & COPYRIGHT

L.A. Care Health Plan Affiliation Statement Matrix

English	<<Plan Partner>> is contracted with L.A. Care Health Plan to provide Medi-Cal managed care services in Los Angeles County.
Spanish	<<Plan Partner >> tiene contrato con L.A. CareHealth Plan para prestar servicios de atención médica administrada de Medi-Cal en el condado de Los Ángeles.
Tagalog	<<Plan Partner>> ay isang kaanib ng Planong L.A. Care Health sa pagbibigay ng mga pinangasiwaang pangangalagang serbisyo ng Medi-Cal sa Los Angeles County.
Vietnamese	<<Plan Partner>> có hợp đồng với Chương Trình Bảo Hiểm Sức Khỏe L.A. Care Health Plan trong việc cung cấp các dịch vụ quản trị chăm sóc sức khỏe Medi-Cal tại Quận Los Angeles.
Russian	<<Plan Partner>> -работает по контракту со страховым медицинским Планом «L.A. Care Health Plan», предоставляя медицинское обслуживание, контролируемое программой «Medi-Cal» на территории графства Лос-Анджелес.
Chinese	<<Plan Partner>> 與 L.A. Care Health Plan 簽訂合約，為洛杉磯縣提供Medi-Cal 管理式醫療健保服務。
Korean	<<Plan Partner>> 는 L.A. Care Health Plan과 계약을 맺고 로스앤젤레스 카운티 안에서 Medi-Cal 관리의료 서비스를 제공하고 있습니다.
Armenian	<<Plan Partner>> -ը գործակցում է «L.A. Care» Առողջապահական Ծրագրի հետ, Լոս Անջելեսի Վարչատարածքում «Medi-Cal» դեկավարվող խնամքի ծառայություններ մատակարարելու համար:
Khmer	<<Plan Partner>> គឺជាសមាជិកសម្រាប់សេវាថែទាំសុខភាព ឡូអិល ។ ពួកគេ ត្រូវបានផ្តល់សេវាថែទាំសុខភាពសម្រាប់ គ្រប់គ្រងមេឌីកាល ក្នុងក្រុងស្រុកឡូសអែនជីលេស។
Farsi	<<Plan Partner>> با L.A. Care Health Plan به منظور ارائه خدمات درمانی Medi-Cal در بخش لس آنجلس دارای قرار داد میباشد.

Copyright is claimed in the foregoing translation; however, the original material on which it was based is a U.S. government work translation.
Copyright © 2012 L.A. Care Health Plan, All Rights Reserved

Or

Copyright © 2012 L.A. Care Health Plan, All Rights Reserved Excluding the original material on which it was based which is a U.S. government work.

All communications incorporating Anthem Blue Cross require the use of the following affiliation statement:

Blue Cross of California, doing business as Anthem Blue Cross is contracted with L.A. Care Health Plan to provide Medi-Cal managed care services in Los Angeles County. Independent licensee of the Blue Cross Association. ® ANTHEM is a registered trademark of Anthem Insurance Companies Inc. The Blue Cross name and symbol are registered marks of the Blue Cross Association.

All communications incorporating Covered California require the use of the following affiliation statement:

L.A. Care Health Plan is a proud partner of Covered California™.

L.A. CARE CORPORATE EMAIL SIGNATURE

Below is the only corporate L.A. Care HTML email signature that has been approved for use.



Name Field: Arial Bold | **Color:** Black

Email Field: Arial | **Color:** Orange

Department Field: Arial | **Color:** Black

Title Field: Arial Bold | **Color:** Orange

Address and Contact Field: Arial | **Color:** Black

The integrity of the signature must remain intact. The template of this signature allows for content customization; however, the use of fonts, font styles and font colors must remain intact as illustrated above.

Adding additional graphic elements is not permitted.

Adding additional phrases or taglines is not permitted.

An alternative version of this template is also available should you require an additional line for extra *Department* information and if you have an additional phone number.

Employees can access the signature templates and instructions on how to use these templates via the L.A. Care Intranet, by navigating to the **Our Tools & Resources/Communications Tools/Outlook Signature Template**.

Contact the Marketing department at <https://podio.com/webforms/9967456/726879> for any questions regarding the use of these L.A. Care email signature templates.

L.A. CARE PROMOTIONAL ITEM ARTWORK

All promotional artwork must be vetted and approved by the Marketing department beforehand.

Promotional item options are abundant. The diversity of options can present complexities when creating the artwork for these applications. In many cases, the size of artwork inprint area can be too small, or in some cases the imprint area is of a fabric or of a color that will not compliment the L.A. Care logo.

The approach to dealing with complex imprint areas requires customized artwork applications. The development of the specific artwork should be done by Marketing and Design or have oversight by Marketing and Design.

Additionally, all promotional material must be routed by Melinda Young in Sales & Marketing. Contact [Melinda Young](#) before processing any promotional items and coordinate promotional item artwork with the [Marketing Design](#) team.



L.A. CARE ICONS

L.A. Care's icon illustrations are available for use on most communications pieces. They are available in a variety of concepts to accommodate most health care related topics. Upon approval from the Marketing department, new icons can be created, if the specific concept is feasible.

Requests for any icons can be made to the Marketing department at <https://podio.com/webforms/9967456/726879>.



L.A. CARE PHOTOGRAPHY

There are many opportunities to present images to express ideas, explain concepts, and support written communication. This system calls for authentic images that build a brand and reveal the character and value of L.A. Care's mission. Our emphasis will be less on typical medical imagery and more on people in everyday living or action scenes, providing a sense of well-being and healthy living.

When choosing "face visual," look for faces that express an emotion. By cropping tightly, a sense of immediacy and closeness is conveyed. By focusing on the expression, we can help reinforce the emotional payoff we want members to feel. This is also important for pictures on the inside pages.



PHOTOGRAPHY LIBRARY

iStock Photo - Royalty free

An online stock photography library found at www.istockphoto.com offers an abundant selection of quality pictures, covering various ethnicities, environment, and categories. Contact Marketing for distribution information at <https://podio.com/webforms/9967456/726879>.

Grandfather With Grandchildren 78155280



Woman Using An Inhaler stk109166cor



Woman In Wheelchair 20030972-001-1



Flickr - L.A. Care personal collection

L.A. Care's custom photography collection accessible on [Flickr.com](https://www.flickr.com/photos/lacare/) offers the ability to download high quality photos. This collection encompasses photography from different scenarios catering specifically to L.A. Care's population. Contact Marketing for access to this collection.



Boy & Girl Playing XB4D7892



Physical Therapy XB4D9339

Front Office XB4D6178



FRC Exercise Class DSC0004-5



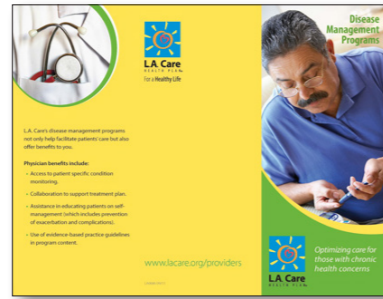
Doctor Visit DSC0018-7



COLLATERAL TEMPLATES BROCHURES

Below are various examples of existing brochures. Contact Marketing for information and guidance at <https://podio.com/webforms/9967456/726879>.

Horizontal Trifold, roll



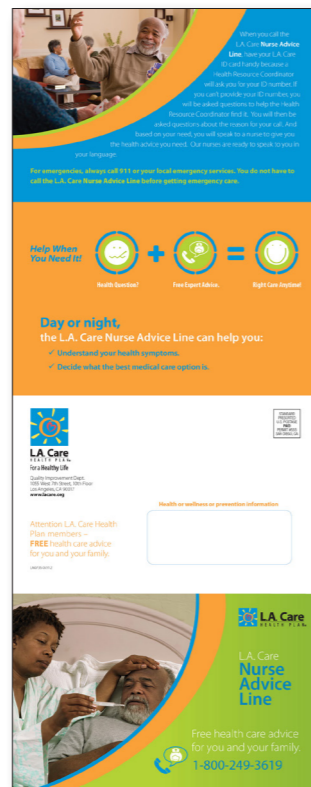
Landscape Trifold, roll fold



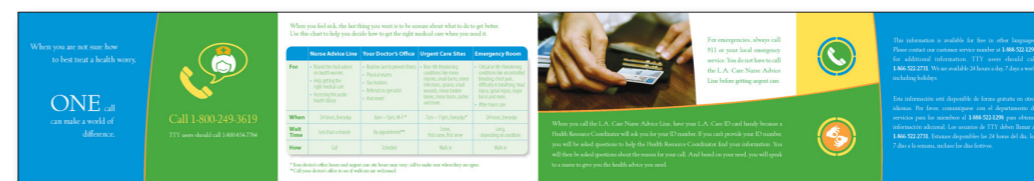
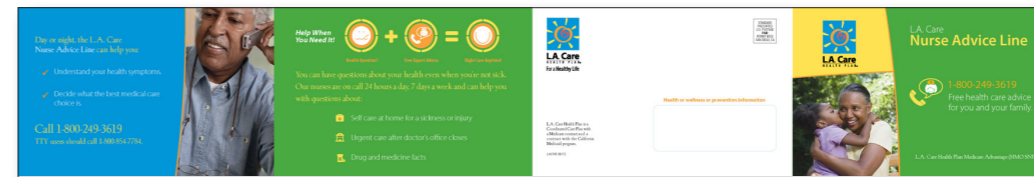
Landscape Trifold, roll fold



Portrait, four Z-fold



Landscape, four Z-fold



Brochure Samples
Sizes and fold types vary

COLLATERAL TEMPLATES POSTCARDS

Below are various examples of existing postcards. Contact Marketing for information and guidance at <https://podio.com/webforms/9967456/726879>.



8.5" X 5.5"



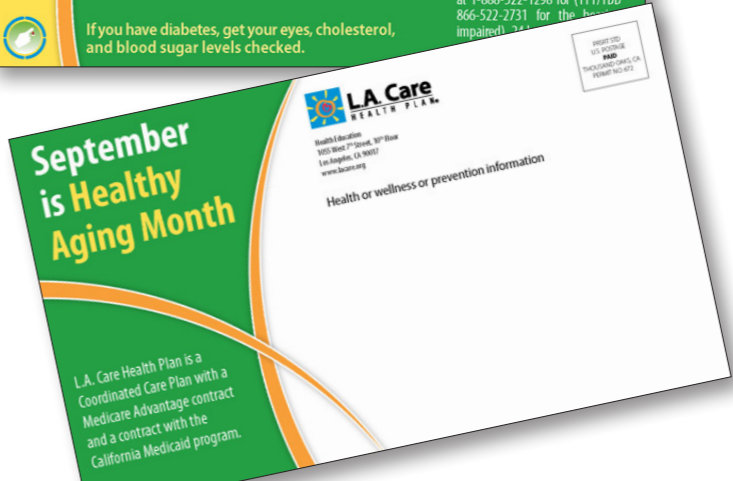
6" X 9"

Standard postcards
Sizes vary

8.5" X 5"



7" X 5"



COLLATERAL TEMPLATES SPONSORSHIP

Full Page Ad

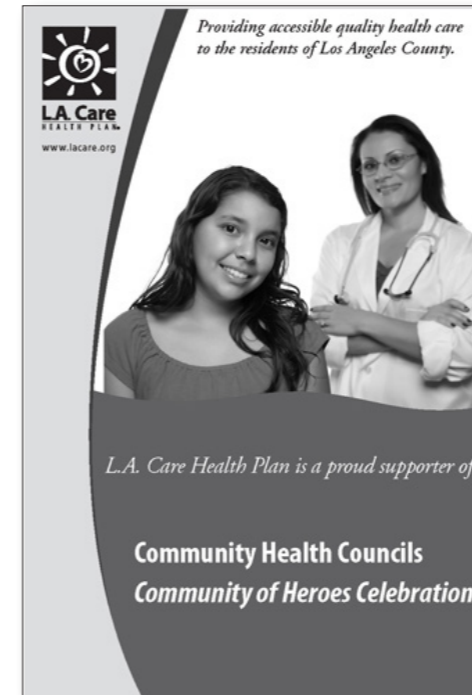


Picture

Full color or B&W

Introduction

Copy



Ideally, sponsorship ads are requested in two formats, full color & one-color. Ad sizes vary.

Half Page Ad



Picture

Full color or B&W

Introduction

Copy



COLLATERAL TEMPLATES NEWSLETTERS:

Below is an example of our Be Well Member News newsletters. The Be Well newsletter is produced three times per year in English and Spanish, and are mailed to existing L.A. Care members.



Spanish Version: Front and Back

Member Newsletter - Member News

English version: Inside Spread

Ask the Doc: Eye Redness & Vision

Q: What causes eye redness?

A: Many things: Dry air, sun and dust can irritate the eyes and cause them to look red or bloodshot. A hard sneeze or cough can cause a small blood vessel to break and make a bright red patch in the white of the eye. Redness can also result from infection: Two of the most common eye infections are conjunctivitis ("pinkiey") and a sty, a bump on the eyelid.

Q: What should be done for each?

A: Here are some tips:

- For irritation or dry eyes, rinse the eye with warm water for five minutes. If needed, use one drop of eye drops every two hours. Broken blood vessels usually go away on their own in about a week.
- Infections like pinkiey may be treated with prescribed drops or ointment. Styes may be relieved with warm pads on the eye, ointments or pills. Ask your doctor which treatments are best for you.
- See a doctor if the condition lasts longer than two days or if you have vision changes or eye pain.

Get Your Eye Exam: It's Covered

Eye exams are important for adults and children alike. During an eye exam, the doctor will check how well you see. He or she will also check for eye diseases and other eye problems. Your eyes can even give clues about your overall health. Your eye doctor may find signs of heart disease or diabetes during an eye exam, long before symptoms appear.

L.A. Care covers eye exams for members of all ages and eyeglasses for members under age 21. We work with VSP to provide vision care, so be sure to go to an eye doctor who is part of our network. You can find an eye doctor at [VSP.com](#) or by calling VSP at 1-800-877-7195. When you make your appointment, be sure to tell the office that you are a VSP member.

Can You Read This?

No need to strain your eyes to read the health plan information you get from us. If the words are too small, you can ask for information in large print, audio or other formats. To get information in a way you can read or understand, call L.A. Care at 1-888-839-9909 (TTY/TDD 1-866-522-2731).

Breast Cancer & You

Getting screened for breast cancer is important. The best way to screen for breast cancer is to have an X-ray called a **Mammogram**. During a mammogram you stand in front of an X-ray machine. One at a time your breasts are put between two plates. The plates press your breast flat. Two pictures of each breast are taken, one from the side and one from above. A mammogram takes only a few minutes and is not as painful as you may think. Taking an aspirin or other pain medicine an hour before can help with any discomfort. Most mammograms are normal. Most breast lumps are not cancer. Some women think mammograms cause cancer. This is not true. If you have questions, talk to your doctor.

Starting at age 50, all women need to have a mammogram every two years. As an L.A. Care member, getting a mammogram is easy. You do not need a doctor's referral. Just make an appointment. If you don't know where to go for a mammogram, L.A. Care can help you find a location near you. We can provide free transportation for members with a medical need (a Medical Necessity form must be filled out by your doctor). To plan a ride, call [LegerCare](#) at least 48 hours in advance (English 1-866-529-2141; Spanish 1-866-529-2142).

Ask your doctor if you need a mammogram before age 50.

There's Help for Alcohol Use Disorders

There's help to detect Alcohol Use Disorders. Your doctor, "Primary Care Physician (PCP)", now offers a **Screening, Brief Intervention and Referral to Treatment (SBIRT)** once a year for adults. This helps support healthy living with early treatment for people with, or at risk of, Alcohol Use Disorders. There are three steps to SBIRT:

- Universal Screening:** Check people who may have an Alcohol Use Disorder.
- Brief Intervention:** Focus on motivating at-risk people toward change for the better.
- Referral to Treatment:** Offer a referral to specialty care for people found to be at high risk.

A key aspect of SBIRT is to prevent and intervene by linking patients to health care, programs and specialty care. Please see your doctor (PCP) if you need help for an Alcohol Use Disorder.

If you believe that you or a loved one needs mental health care, seek help from **Beacon Health Strategies** at 1-877-344-2858 (TTY/TDD 1-800-735-2929), open 24 hours a day, 7 days a week and holidays.

Final fold for mailing

English To request free interpreting services, information in your language or in another format, call L.A. Care at 1-888-839-9909 or TTY/TDD 1-866-522-2731.

Arabic طلب خدمات ترجمة فورية مجانية ومعلومات بلغتك أو بتسليم آخر، اتصل بـ L.A. Care على الرقم 1-888-839-9909 أو رقم الهاتف 1-866-522-2731 TTY/TDD.

Be Well is a member news publication by L.A. Care for members of L.A. Care Health Plan. If you would like the information contained in this newsletter in another language or another format, please call L.A. Care at 1-888-839-9909 or TTY/TDD 1-866-522-2731.

L.A. Care
HEALTH PLAN
lacare.org
For a Healthy Life

IN THIS ISSUE:

- There's Help for Alcohol Use Disorders | 3
- Flu Season is Coming: Don't Forget Your Flu Shot | 5
- Family Planning & Pregnancy | 8
- Post-Partum & Newborn Care | 9
- Free Things To Do with Your Family | 10
- And more!

FALL 2014

be well
A Publication for L.A. Care Members

Health and Wellness and prevention information

PLEASE GO TO [VSP.COM](#) AND [WWW.LACARE.ORG](#) FOR MORE INFORMATION.

L.A. Care
HEALTH PLAN

COLLATERAL TEMPLATES NEWSLETTERS:

Below is an example of our Live Well Member News newsletters. The Live Well newsletters are produced three times per year in English and Spanish, and are mailed to existing L.A. Care Medi-Care, CMC and PASC-SEIU program members.



The image shows a bilingual newsletter spread. The top half features a photograph of a woman in a wheelchair being assisted by two other women. The main headline in Spanish reads "Ayude a sus familiares y amigos a estar cubiertos con L.A. Care". Below this, there is a list of services and benefits in Spanish, including medical visits, emergency services, and classes. The bottom half of the newsletter contains a table of contents in Spanish, listing topics like "¿Y mucho más!", "Acceso de la familia y el Alzheimer", and "Esta semana algunos medicamentos tendrán un precio más bajo". The newsletter is titled "OTOÑO DE 2014" and "live well".

Spanish Version: Front and Back

Member Newsletter - Member News

English version: Inside Spread

The image shows the English version of the newsletter's inside spread. It is divided into three columns. The left column is titled "Know Your Rights and Responsibilities" and lists various rights such as "Respectful and courteous treatment", "Privacy and confidentiality", and "Choice and involvement in your care". The middle column is titled "As a member of L.A. Care, you have the responsibility to..." and lists responsibilities like "Act courteously and respectfully", "Give up-to-date, accurate and complete information", and "Follow your doctor's advice". The right column is titled "Protect Yourself, Family and Friends From the Flu: Don't Get Your Flu Shot" and includes a photo of a man, tips to stay healthy during flu season, and information about the flu shot. The newsletter is titled "OTOÑO DE 2014" and "live well".

Final fold for mailing

The image shows the final fold of the newsletter, which is a table of contents for the "FALL 2014" issue. It lists various topics and their corresponding page numbers, such as "There's Help for Alcohol Use Disorders | 3", "Flu Season is Coming: Don't Forget Your Flu Shot | 5", and "About Dementia & Alzheimer's | 9". The newsletter is titled "live well" and "A Publication for L.A. Care's Adult and Special Needs Members". It includes a photo of a family and a "For a Healthy Life" logo.

Below is an example of Progress Notes, our provider newsletter. Progress Notes newsletters are produced three times per year and are mailed to existing L.A. Care providers.



news alert

L.A. Care is pleased to announce the new: **Breast Cancer Screening Physician Incentive**

SEE PAGE 9

PROGRESS notes

In this issue

- 1 | PCMH Delivery Model Gains Momentum
- 5 | Reduce Wait Times for Your Patients
- 6 | L.A. Cares About Diabetes* Disease Management Program Supports Your Patients
- 8 | MSSP: A Benefit Under Managed Long Term Services and Support
- 9 | What if My Patient is Receiving MSSP?
- 10 | eConsult Program Making Progress

Get the Latest from thePULSE

Sign up today for thePULSE, L.A. Care's newsletter created by L.A. Care's Provider Network Operations and Marketing departments and e-mailed exclusively to network providers. Get important updates on incentives, initiatives, HIT and relevant L.A. Care news. Progress Notes is also available electronically. Visit www.lacare.org "provider newsletters" section to e-subscribe today!



progress notes

A Newsletter for Our Physician Partners

FALL 2014 | VOLUME 9 | ISSUE 3

news alert

L.A. Care is pleased to announce the new: **Breast Cancer Screening Physician Incentive**

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PROGRESS notes

In this issue

- 2 | Geriatric "Tool" Carter, M.D., CMQ On Medication Adherence
- 4 | News in Brief
- 5 | Reduce Wait Times for Your Patients
- 6 | Vital Signs
- 9 | Referring Patients Receiving MSSP
- 10 | eConsult Program Making Progress

PCMH Delivery Model Gains Momentum

The "Patient Centered Medical Home" (PCMH) care delivery model has gained wide acceptance in the past five years and is now in use by 7,000 medical practices around the country. According to the American College of Physicians, the PCMH is a care delivery model whereby patient treatment is coordinated through their primary care physician to ensure they receive the necessary care when and where they need it, in a manner they can understand. For example, in the PCMH model, the patient's primary care physician's practice regularly reviews the patient's progress and makes follow-up calls or appointments if necessary.

While almost all health policy experts agree that we need to organize health care so that it is "patient centered," most care in the U.S. is often fragmented and wasteful, with little coordination among various specialists and hospitals and little effort to track a patient's progress over time.

During the past four years, L.A. Care has moved to train and qualify 17 medical groups serving more than 100,000 patients with the PCMH model. These medical groups were selected based upon their readiness to engage in the PCMH model, as well as their commitment to using health care information technology and to redesigning their workflows to improve access and coordinate care.

Eleven of these practices have been recognized by the National Committee for Quality Assurance (NCQA) for meeting national standards for PCMH organizations. Most recently, La Clinica Familiar de los Latinos, a private practice in Maywood became the latest L.A. Care affiliated medical practice to earn NCQA PCMH recognition.

Resben Casabar, M.D., owner of La Clinica Familiar de los Latinos, said he is proud of earning the NCQA PCMH recognition and his practice has implemented electronic medical records, one factor in achieving it.

L.A. Care's Health Outcomes and Assessment Department has been working on a multiyear study to measure the impact of PCMH organized care to see how it is improving care for patients. The study looked at the care delivered during a one-year period to 2,000 patients in eight L.A. Care provider groups that participated in the health plan's PCMH program. Researchers looked at patients of various ages, including children and adults with chronic or complex conditions. Results showed that patients receiving care through the PCMH program showed a significant downward trend in hospitalization. They also noted encouraging results in reducing Emergency Department (ED) visits and improving continuity of care. In addition, PCMH program patients showed a higher number of physician office visits compared to the control group, which can impact a decrease in hospitalization and ED utilization.



PROGRESS notes

A NEWSLETTER FOR OUR PHYSICIAN PARTNERS

www.lacarecovered.org
www.lacare.org
Los Angeles, CA 90017
1055 West 27th Street, 10th Floor
HEALTH PLAN
L.A. Care

Front and Back

Member Newsletter - Member News

Inside Spread

news in BRIEF

CDC Predicts Adequate Supply of Flu Vaccines

The federal Centers for Disease Control (CDC) reports that adequate quantities of vaccines should be available during the 2014/2015 flu season. Projection is that private manufacturers will provide some 159 million doses of vaccine for the U.S. market. They will be shipping primarily trivalent (three component) influenza vaccines, including intramuscular, intradermal and nasal spray vaccines. About 40 percent of vaccines will be quadrivalent (targets four flu viruses). In addition, all six U.S. manufacturers will produce at least one formulation that is thimerosal-free or preservative-free.

The CDC recommends that for flu season, physicians use the nasal spray vaccine for healthy children two to eight years old. Reports show that the nasal spray vaccine works better than the flu shot in younger children. A yearly flu vaccine is recommended for everyone six months of age and older. Children younger than six months are at higher risk of serious flu complications, but are too young to get a flu vaccine which makes it especially important that parents and family members living with an infant be vaccinated. High-risk groups include children and infants, pregnant women, seniors and people with disabilities or chronic health conditions.

L.A. Care is promoting the importance of annual flu vaccination to members through reminder phone calls and postcard distribution. Providers should anticipate an influx of members needing the flu vaccine. L.A. Care is requesting that providers make every effort to schedule timely flu shot appointments and incorporate flu shot administration into all scheduled visits as appropriate.

For more information about this year's flu shot private vaccination sites, please visit the Los Angeles County Department of Public Health at http://publichealth.lacounty.gov/flu/flu_vaccine_main.htm.

Payment for Medicare Part D Drugs

Under new regulations, effective June 1, 2015, all health care providers (including dentists) who write prescriptions for covered Medicare Part D drugs must be enrolled in an Approved or Opt-Out status with Medicare. To enroll in Medicare, use either the Internet-based PECOS at <http://pecos.cms.hhs.gov/pecos/login.do> or complete the paper 8551 or 8550 application.

Important note: The fact that you have an NPI number does NOT mean that you are enrolled in Medicare. After June 1, 2015, drugs will NOT be filled for physicians who do not meet these criteria. This means your patients will have to pay for their own drugs.

Also beginning June 1, 2015, if a provider's Drug Enforcement Administration (DEA) Certificate of Registration is suspended or revoked or an abusive pattern or practice of prescribing Part D drugs is discovered, the Centers for Medicare and Medicaid Services (CMS) will have the authority to revoke your Medicare billing privileges.

Can You Communicate in Your Patient's Language?

Nearly 580,000 L.A. Care members speak more than 60 languages. This diversity of spoken language creates an opportunity for L.A. Care to partner with you to effectively communicate with your patients. L.A. Care offers in-cost expert interpreters to providers and limited English proficient members, in order to communicate accurate diagnoses and appropriate treatment.

To request a face-to-face interpreter for medical visits, call L.A. Care's Member Services Department at 1-888-839-9909 at least five business days prior to the patient's appointment. Telephonic interpreters are available 24 hours a day. To access telephonic interpreting services for L.A. Care members, please call 1-888-930-3031.

Direct Lines of Business Membership by Language

English American	1%	Spanish	35%	African	0.2%	Other	0.1%
Other Languages	2%	Chinese	0.7%	Other	0.2%	Other	0.2%
Vietnamese	0.5%	Tagalog	0.4%	English	57%	Hispanic	0.2%
Other	0.3%	Other	0.3%	Other	0.3%	Other	0.3%

Reduce Wait Times for Your Patients

According to the California Healthcare Foundation, patients wait an average of 5 hours and 26 minutes in the Emergency Room*. Unnecessary ER visits increase wait time, delay treatment and overwhelm staff. L.A. Care encourages you to reduce the wait times for your patients and help alleviate crowded emergency rooms by utilizing the Nurse Advice Line (NAL).*

L.A. Care offers a free 24-hour health advice telephone line, which is staffed by RNs. The NAL can be used to complement your own practice.

- Patients who are encouraged by their PCP to call the NAL are more likely to do so.
- This service has been proven to reduce the number of unnecessary ER visits.
- Using the NAL could potentially reduce the number of afterhours calls you receive.
- All clinical calls are handled by nurses with a current state RN license and a minimum of three years clinical experience.
- Most calls are handled within 30 seconds.
- Calls are triaged using a standardized algorithm to identify the best course of action based on their symptoms: Self Care, PCP Appointment, Urgent Care, or ER.

In 2013, more than 60% of callers were redirected to an appropriate lower level of care.

Help When You Need It!

L.A. Care and its subcontracted plans all operate Nurse Advice Lines. Members can find the number to call on the back of their Member ID cards. For reference, the numbers are as follows:

L.A. Care Medi-Cal, PASC, SEBU, Healthy Kids, L.A. Care Covered and L.A. Care Health Plan Medicare Advantage HMO: **1-800-249-3619**


Kaiser: **1-888-576-6225**
Care list: **1-800-609-4166**
 Anthem Blue Cross: **1-800-224-0336**

*Editorial: *Obamacare boosts ER patients, wait times* Orange County Register (June 2014).

Unraveling the Mystery of Medicare Appeals

Do you find the appeals and grievance processes for Medicare Parts C and D confusing and difficult to understand? If so, CMS may have just the thing for you. They have created two one-hour web-based training modules available to you and your staff at no cost. The courses come complete with colorful graphics and useful, easy-to-understand job aids that you can print out for future reference. Pre-tests and post-tests help you assess your knowledge. The courses are available on the Medicare Learning Network at <http://www.cms.gov/Outreach-and-Education/Medicare-Learning-Network-MLN/MLNGetInfo/>. Select the web-based training link, then scroll down to "Part C Appeals..." or "Part D Coverage Determinations..." Note: You can get continuing education credits for taking these courses. While there, check out the many courses on Fraud, Waste and Abuse as well.

Final fold for mailing



news alert

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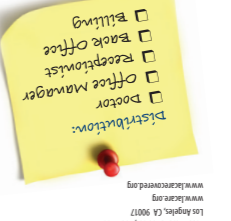
Get the Latest from thePULSE

Sign up today for thePULSE, L.A. Care's newsletter created by L.A. Care's Provider Network Operations and Marketing departments and e-mailed exclusively to network providers. Get important updates on incentives, initiatives, HIT and relevant L.A. Care news. Progress Notes is also available electronically. Visit www.lacare.org "provider newsletters" section to e-subscribe today!

PROGRESS notes

A NEWSLETTER FOR OUR PHYSICIAN PARTNERS

FALL 2014 | VOLUME 9 | ISSUE 3



PROGRESS notes

A NEWSLETTER FOR OUR PHYSICIAN PARTNERS


www.lacarecovered.org
www.lacare.org
Los Angeles, CA 90017
1055 West 27th Street, 10th Floor
HEALTH PLAN
L.A. Care

COLLATERAL TEMPLATES PRESENTATIONS, FLYERS AND LETTERHEADS

All templates can be accessed on the L.A. Care Intranet by navigating to **Our Tools & Resources/Marketing Tools/Logos & Templates**. In addition to the templates, resources for how to work with templates are also available. For additional information, contact the Marketing department at: <https://podio.com/webforms/9967456/726879>.

Design vendors can also request templates by contacting the Marketing department at: <https://podio.com/webforms/9967456/726879>.





This style guide is intended as a reference guide for the Marketing Department at L.A. Care Health Plan. The way we express ourselves has a powerful effect on how our brand is perceived. This style guide provides guidelines that will help in the creation of clear and effective communications.

Our goal is to promote visual and stylistic consistency in our communications with potential and current L.A. Care Health Plan members and providers. By using this guide, you are helping to build a clear and unified vision of our organization.

In this guide you will find text format, definitions, word usage, and grammar elements. It is not an all-inclusive guide. References were taken from The AP Stylebook, The Elements of Style (Strunk and White), and Merriam Webster's Collegiate Dictionary. Consult these publications for grammar, style, and spelling rules not covered in this guide.

We hope you find this guide useful. Please make comments and suggestions to Evelyn Rodriguez, Proofreader/Copywriter, Sales and Marketing, ext. 6135; or Priscilla Colmenero, Marketing Coordinator, Sales and Marketing, ext. 6134. Your feedback is welcome.

BRAND IDENTITY/PERSONALITY

The personality of the L.A. Care brand is the total of all key elements that distinguish L.A. Care. The personality that we want to project to our members and employees is a trustworthy, caring, and expert health organization. The personality that we want to project to our plan partners and providers is one of efficiency, trust, administrative, and medical expertise. We want our voice to provide consistent messages that always convey our brand personality.

Whether it's a brochure or an email, signage or a narrated video tour, every form of communication creates an impression about our organization.

It's no different than when we have a conversation with someone. Word choice and overall demeanor shape our sense of whether that person is indirect or honest, arrogant or approachable, aloof or friendly.

Our communication materials are vitally important to supporting our brand, building our reputation and helping to create the conditions for us to succeed.

WRITING STYLE GUIDELINES

When creating any collateral pieces for L.A. Care, please refer to these guidelines for acceptable writing style, common issues and items to avoid.

Addresses (1/9/15)

In running text in a paragraph, spell out all abbreviations:

L.A. Care Health Plan, 1055 West 7th Street, 10th Floor, Los Angeles, California 90017.

In address listings, business cards, letterheads, and envelopes, you can use abbreviations:

*L.A. Care Health Plan
1055 W. Seventh St., 10th Floor
Los Angeles, CA 90017*

Spell out address abbreviations and capitalize them when part of a formal street name without a number:

Pennsylvania Avenue

Lowercase and spell out when used alone or with more than one street name:

Massachusetts and Pennsylvania avenues

Spell out and capitalize First through Ninth when used as street names; use figures with two letters for 10th and above:

*1055 W. Seventh Street
100 E. 24th St.*

(For L.A. Care's address, use 1055 West 7th Street, 10th Floor)

Abbreviate compass points for directional ends of a street in a numbered address:

*1055 W. Seventh St.
222 E. 42nd St.*

Do not abbreviate if the number is omitted:



WRITING STYLE GUIDELINES CONT.

West 43rd Street, K Street Northwest.

Ampersand (&) ****Does not apply to Design.**

**Use the ampersand in place of and when it is part of a company's formal name: AT&T. It should not be used in place of and, except for some accepted abbreviations: B&B, R&B. Do not leave a space on either side of an ampersand used within an initialism; e.g., R&D.

Brackets []

Brackets are generally used to enclose editorial interpolations, explanations, translations of foreign terms, or corrections. Also used for insertions for quoted material to clarify an ambiguity; to provide a missing word or letters; or, in a translation, to give the original word or phrase where the English fails to convey the exact sense.

[Anything variable goes in brackets]

Captions

A caption is distinct from a key or label, which appears within an illustration. Captions may consist of one or more words, an incomplete or a complete sentence, several sentences, or a combination. No punctuation is needed after a caption consisting solely of an incomplete sentence.

All numbers within captions are expressed as figures (even those from one to nine). Terms as top, bottom, left, below, etc., are italicized and should precede the name.

Commas

Elements in a series - Use commas to separate elements in a series but not before the conjunction in simple sentences:

The doctor prescribed apples, pears and oranges for his patient's diet. (Correct)

The doctor prescribed apples, pears, and oranges for his patient's diet. (Incorrect)

HOWEVER, If the structure is complex, it is better to add the comma before the conjunction to make the meaning clear:

The main points to consider are whether the doctors are skillful enough to operate, whether they have the stamina to endure the lengthy operation, and whether they have the proper mental attitude for success.

Appositives – Appositives are almost always treated as parenthetical elements and set off by commas. An appositive is a word or group of words that identifies or renames another word in a sentence:

Melinda, the most senior analyst at the health plan, suddenly decided to open her own business.

WRITING STYLE GUIDELINES CONT.

City and state names used together - When both a city's name and that city's state or country's name are mentioned together, the state or country's name is treated as a parenthetical element:

The CDC conference was held in Columbus, Ohio, last summer.

But, Columbus, Ohio's investment in the construction industry is well known.

The AMA conference will be held in Paris, France, next year.

Separate coordinate adjectives with a comma - do not separate hierarchical adjectives with a comma. If you can add "and" between the adjectives or reverse their order, they are coordinate. If not, they are hierarchical.

Mr. Carlson lives in a very old, rustic house (can replace the comma with "and").

Mr. Carlson lives in a rustic, very old house (can reverse the order).

Mr. Carlson lives in an old green house (doesn't reverse well and adding "and" does not work).

Copyright **When do we apply it?**

Can only be placed when in the process of already filed or in affect.

Copyright protects original works of authorship, while a patent protects inventions or discoveries. www.copyright.gov. Use the Insert/Symbol key © to add copyright symbol to a Word document.

Dashes

The length of a dash the width of the letter n - is an n dash. The length of a dash the length of the letter m – is an m dash.

Em dash (—) (Created by hitting the hyphen twice + Enter – on the extended keyboard)

To avoid confusion, no sentence should contain more than two em dashes; if you need to set off more than two elements in the sentence, use parentheses. Put a space on either side of a dash.

Use an em dash to amplify or explain a sentence element:

It was the most potent image in early technology — the revolutionary idea that started the Industrial Revolution.

Separate subject from pronoun:

Office closures, delayed appointments, a shortage of doctors — nothing alarmed her.

Indicate a sudden break:

"Will she — can she — operate by noon?"

WRITING STYLE GUIDELINES CONT.

En dash (–) (Created by hitting Control + Alt – on the extended keyboard)

En dashes generally signify *up to and including (or through)*. For parallel construction, use the word *to*, never use the en dash if the word *from* precedes the first element:

His years at Yale, 2003–2007, were the happiest of his life.

He went to U.C. Santa Barbara from 1998 to 2002.

Similarly, you should use *and*, never the en dash if *between* precedes the first element:

Between 1972 and 1990, Francis Ford Coppola directed The Godfather trilogy.

Doctor (8/15/11) – Provider? Physician? Need to clarify within Marketing. Might be useful to include Doctor vs. Provider and show when to use each one (writing style section)

In the first reference, identify the person by name and medical credentials:

According to Richard Seidman, M.D., the anemia has been.....

After the first reference and in all subsequent references in the same article, use the abbreviation *Dr.* as a distinguishing title:

According to Dr. Seidman, the anemia has been...

The credentials M.D. = medical doctor; some sources do not use periods (MD) between the letters, but we do at L.A. Care (M.D.).

M.D. – medical doctor (1/20/12)

O.D. – doctor of osteopathic medicine aka D.O.

Follow up (v.), Follow-up (n. and adj.)

Angelina will follow up with her doctor on Tuesday.

Jennifer will call for a follow-up

Hyphen (see dashes)

Many combinations that are hyphenated **before** a noun are not hyphenated when they occur **after** a noun:

Bob has a full-time job.

Bob works full time.

WRITING STYLE GUIDELINES CONT.

Simple Rule: Capitalize only the first element in a hyphenated word **unless any subsequent element is a proper noun or adjective.**

Traditional Rule: (1) Always capitalize the first element. (2) Capitalize any subsequent elements unless they are articles, prepositions, coordinating conjunctions (and, but, for, or, nor). (3) If the first element is a prefix or combining form that could not stand by itself as a word (anti, pre, etc.), do not capitalize the second element unless it is a proper noun or proper adjective. (4) Do not capitalize the second element in a hyphenated spelled-out number (thirty-five, etc.). (5) Break a rule when it doesn't work.

Determine a style, pick one and stick to it.

Use a hyphen to divide words at the end of a line and between syllables. Divide already hyphenated words only at the hyphen:

pref-er-ence

self-assured

Use a hyphen to separate characters and letters when a word is spelled out:

213-694-1250

My name is Giovanni; that's g-i-o-v-a-n-n-i.

Elton was sixty-three when he graduated from college.

Use a hyphen to divide words when necessary (best divided at natural breaks):

Thanks-giving

Use to divide words ending in -ing. giv- ing:

certify-ing

run-ning (break between consonants when the final consonant is doubled)

call-ing (break at the suffix when the final consonant in the root word is doubled before the suffix.)

Do not use a hyphen to break URLs and e-mail addresses. If a URL or e-mail address must be broken, do so between elements:

http://www. writeme@

google.com yahoo.com

Use a hyphen to join two or more words used as a single adjective before a noun:

Albert is a hearing-impaired child who uses sign language and a hearing aid.

WRITING STYLE GUIDELINES CONT.

But, if the two words follow a noun, do not hyphenate:

Albert is hearing impaired.

Use a hyphen to avoid confusion or an awkward combination of letters:

Re-sign the petition (vs. resign from a job)

Use a hyphen with the following prefixes: ex- (meaning former), self-, mid-, and all-:

Ex-marine, self-realization, mid-winter, all-inclusive

Use a hyphen with the suffix –elect and between a prefix and a capitalized word:

President-elect, T-shirt, pre-Civil War

i.e. & e.g.

i.e. -- The Latin abbreviation for *id est* meaning that is. Used in place of “*in other words*” to specify or make clear. If used, precede with a semicolon and follow with a comma:

I'm going to the place where I work best; i.e., the coffee shop.

Do not use in member communications.

e.g. -- Meaning for example. It is always followed by a comma.

There are many sources where you can find the member services number; e.g., the member handbook.

Interpreter v. Translator

Use “*interpreter*” in all cases where a face-to-face verbal interaction occurs between two or more people. In a doctor’s office, it would typically be a patient, interpreter and doctor.

L.A. Care offers free interpreters to members and providers.

The word *translator* refers to someone who changes one language into another, typically on paper.

Italics **Does not apply to Design.**

Use for referencing publication names:

Progress Notes, Member News, Heart of L.A. Care.

WRITING STYLE GUIDELINES CONT.

Lists

Generally, introduce a vertical list with a complete sentence, followed by a colon. List items do not carry closing punctuation unless they consist of complete sentences. If the items are numbered, a period follows the numeral and each item begins with a capital letter.

Examples of emergencies include but are not limited to the following conditions:

- Having trouble breathing
- Broken bones
- Head injuries

When items in a numbered list are subdivided, both numerals and letters may be used. Any lines that run over should be aligned with the first word following the numeral:

Actions to take after an emergency:

1. *Call L.A. Care within 24 hours of receiving emergency care or as soon as you can.*
2. *Follow the instructions of the emergency room doctor.*
 - a. *Do this.*
 - b. *Do that.*
3. *Call your doctor to make an appointment for follow-up care.*

Mail order (noun, no hyphen)

I got my prescriptions by mail order.

However, use a hyphen when it modifies a noun:

mail-order pharmacy; mail-order prescriptions

I got my mail-order prescriptions today.

Numbers **Readability?**

Generally spell out single digit numbers one through nine, first through ninth. For two digits or more, use the numerals 10, 11, 12, 13....

Always write out numbers at the beginning of a sentence. You can use a numeral that identifies a calendar year at the

WRITING STYLE GUIDELINES CONT.

beginning of a sentence.

Six percent of the class passed. About 6% of the class passed.

1998 was a very good year.

Incorrect: 993 patients were treated last year.

Correct: Last year 993 patients were treated.

Correct: 1976 was a very good year for treating patients.

When writing numbers in a series, you should be consistent:

Two gowns, six pairs of slippers, and eleven bathrobes...

Use 24/7 when an activity happens 24 hours a day, 7 days a week. This is useful in headlines and short text.

Whole numbers with fractions:

Quantities that consist of whole numbers and simple fractions may be spelled out if short but are often better expressed in numerals:

We walked for twelve and one-quarter miles.

Lourdes worked at L.A. Care for 12 ½ years.

Ages:

He is eight years old. She is a 7-year-old student.

He is an 8-year-old boy.

She has five children ages 5, 12, 13, 17 and 25.

Always use figures when the context does not require years or years old, the figure is presumed to be years.

The girl is 15 years old; the law is 8 years old; the 101-year-old house.

Orphan; Widow

The first line of a paragraph that appears by itself at the bottom of a page or column. Materials should never contain orphans/widows.

Percent

Use % instead of percent if the numeral is larger than 9:

One percent, 10%

Quotation marks

Direct quotes require quotation marks:

*“Wait a minute. What did you just say? You’re predicting \$4-a-gallon gas? ... That’s interesting. I hadn’t heard that.” --
George W. Bush, Washington, D.C., Feb. 28, 2008*

For running quotations, do not put close-quote marks at the end of the first paragraph. Apply open-quote marks at the start of the

WRITING STYLE GUIDELINES CONT.

second paragraph and use close-quote marks at the end of the quoted material.

Periods and commas precede closing quotation marks, whether double or single:

“The earthquake didn’t frighten me,” she said.

Colons, semicolons, question marks, and exclamation points follow closing quotation marks unless a question mark or an exclamation point belongs within the quoted matter:

“Watch out!”

“What is your name?”

Subheads** (throughout document/article)

Capitalize first letter of every major word (not the, in, of, with, when, for, etc.)

****Design has flexibility.**

Text justification

Use left justification as much as possible. Standard is left justified. Full justification is more difficult to read because of stretching the lines to full measure within set margins and because of uneven spacing between words. Some pieces will require full justification. Professional use/applications, use raggit.

Titles

Capitalize and use before the person’s name (to comply with AP standards).

Example: L.A. Care Senior Marketing Manager, Alex Gallegos.

A TO Z GUIDELINES

A

Above, Below

Think about page position.

“The providers listed above...” or “Office locations listed below...”

If pagination changes, this can be cumbersome to the reader. You might want to use: *“The following list of providers...”* or *“... the previous office locations.”*

ACA

Affordable Care Act; also known as Obamacare.

Acronyms

An acronym is a term based on the initial letters of their various elements and read as single words: *NATO, AIDS, RCAC*. An acronym is not an abbreviation.

Regional Community Advisory Committee (RCAC). Use the full name on first reference, followed by the acronym in parentheses. Use the acronym alone for subsequent references.

Acronyms and initialisms should be set in caps in a title and explained upon first use in text. In a lengthy document, you may need to repeat the full name and acronym.

After-hours

Follow after with hyphen when it is used to form compound modifiers:

After-hours access to care.

You can call the office after hours.

Amount; number

Use amount with mass nouns (a decrease in the amount of oxygen); number with count nouns (a growing number of delegates).

a.m., p.m.

Lowercase with periods. Do not use 8 p.m. this evening; it is redundant.

And/Or

Avoid when possible for greater clarity. When a choice must be made, defer to *“and”*.

A TO Z GUIDELINES

B

Bi-semi

Bi means “two.” Using *bimonthly* can be ambiguous. (Many people confuse it with semi):

Each RCAC meets bimonthly or every two months.

Semi means “twice a.” Take out hyphen:

The alumni group meets semiannually.

Biannual (adj.)

Means twice a year and is a synonym for the word semiannual.

Biennial (adj.)

Occurs once every two years.

Board certified (n.), board-certified (adj.)

No hyphen if not preceding a noun:

Our physicians are board certified.

Our board-certified physicians practice throughout Los Angeles County.

board of directors, Board of Directors, Board of Governors.

Always lowercase for internal elements of an organization when they have names that are widely used generic terms:

The board of directors will meet next Tuesday.

The L.A. Care Board of Directors...

The L.A. Care Board of Governors will meet next Wednesday

C

Cal MediConnect

The state’s name for its duals demonstration pilot program for medi-medi patients (those who have chronic and/or complex illnesses and qualify for both Medicare and Medi-Cal.)

Capitation

A predetermined dollar amount established to cover the cost of health care delivered to a person. Capitation rates are what an insurance company pays to providers; providers collect capitation on a monthly per member per month basis (pmpm).

Caregiver

One word.

A TO Z GUIDELINES

Centers for Medicare & Medicaid Services (CMS)

Formerly, Health Care Financing Administration (HCFA). CMS is a federal agency within the United States Department of Health and Human Services (DHHS). This is the government agency that administers Medicaid, Medicare, and State Children's Health Insurance Program (SCHIP), Health Insurance Portability and Accountability Act (HIPAA), Clinical Laboratory Improvement Amendments (CLIA), and several other health-related programs. Additional information regarding CMS and its programs is available at <http://www.cms.hhs.gov/>.

Checkup (n.), check up (v.)

Please get your annual checkup.

Please check up on the latest voting returns. (Probably best to simply use "check on")

Company names

Always verify company names. Do not use a comma before Inc. or Ltd unless it is part of the company name.

Co-pay, co-payment

Co-pay is short for co-payment, which is the insured's out-of-pocket obligation to pay each time a medical service is accessed (in accordance with the insurance policy). Co-pays are specified amounts and these are generally printed on the person's insurance card.

D

Data

Originally the plural of datum, it is now commonly treated as a mass noun and used with a singular verb:

The data is sound.

In scientific or formal writing, use data as a plural:

The data have been carefully collected.

****PHI- Do we use the term data only to refer to PHI?**

Department

Marketing department; Legal department

Department of Health Care Services (DHCS)

This department is within the California Health and Human Services Agency and is the oversight agency for Medi-Cal (California's Medicaid program). **DHCS approvals can take up to 60 calendar days.** Generally, the Regulatory & Compliance (RA&C) Advisor will follow up with DHCS at the 30-day interval to see if documents have been approved. (<http://www.dhcs.ca.gov/>)

A TO Z GUIDELINES

Department of Managed Health Care (DMHC)

California state agency created to provide regulatory oversight to HMOs operating in the state of California. DMHC provides information to consumers about efficiency of various HMOs and acts as patient ombudsman for consumers. DMHC reviews HFP, HK, and Medi-Cal collateral that discusses benefits, access, services, etc. DMHC review and approval can take up to 60 calendar days. <http://www.dmhc.ca.gov/>

Note: Sharon Lee-Chi coordinates approval of Healthy Kids with Steve Goby in Legal.

Direct Line of Business (DLOB)

The programs administered by L.A. Care directly under the brand names: L.A. Care Health Plan Medi-Cal, L.A. Care Healthy Families, IHSS, Duals. These programs are not part of the Plan Partner network.

L.A. Care has a direct line of business (DLOB) that includes....

Dual Eligibles **Cal MediConnect?**

References members who are qualified for both Medi-Cal and Medicare. They are also known as “Medi-Medi” beneficiaries or “Duals.” For the purpose of identifying this group in communications about the state’s Duals Demonstration Pilot (2013-2016), we have chosen to capitalize this member segment until such time it is more commonly known. The capitalization is an effort to distinguish this group from seniors and people with disabilities (SPDs).

E

EHR (Electronic Health Record)

Generally synonymous with electronic medical record.

e-mail

The preferred written style for sending electronic messages. Not email, eMail, Email or the italicized *email* or *Email*. (From the AP Style Guide)

EMR

Acronym for electronic medical record that is generally synonymous with electronic health record. Preferred term.

En dash vs. em dash See dashes

The length of a dash the width of the letter N vs. the length of a dash the length of the letter M. - is an n dash; – is an m dash

A TO Z GUIDELINES

F

Family Resource Center (FRC)

Centros de Recursos Familiar or Familiares?

L.A. Care's Family Resource Center in Lynwood (preferred).

L.A. Care's Family Resource Center in Inglewood (preferred).

... *classes are held at the Lynwood Family Resource Center* (okay when used in an L.A. Care branded publications like Member News, but not for external use in news releases, etc.)

G

Good (adj.), well (adv.)

Good is an adjective that means something is as it should be or is better than average. Do not use good as an adverb.

When used as an adverb, *well* means in a satisfactory manner or skillfully.

H

Health care (noun, adj.) two words.

Health Navigator **Also, Case Manager? When do we use which?**

A Health Navigator is a Member Services representative who acts as a personal health plan assistant for Medicare Advantage Special Needs Plan members. The Health Navigator helps with members' questions, concerns, or problems.

I

In-Home Supportive Services (IHSS) With the hyphen is correct.

IHSS will no longer be used to refer to PASC-SEIU Homecare Workers Health Care Plan. Instead, IHSS will be used in reference to the Medi-Cal benefit under the Coordinated Care Initiative (CCI). (See PASC-SEIU for more details).

J

Latin terms

Latin terms (e.g., ad hoc or ex officio) are not usually hyphenated when used as modifiers, because they are generally set in italics. The eye groups the Latin terms naturally enough without any aid. Do not use these in member materials.

A TO Z GUIDELINES

Login, logon, logoff (noun)

One word, no hyphen when used as a noun:

Your login needs to be eight characters.

Two words when used as a verb:

I log in to my computer every morning.

Low-income

Hyphenated when it modifies a noun:

low-income subsidy; low-income individual; low-income family; low-income housing.

Term is not hyphenated if it does not modify a noun:

The family qualifies due to a low income.

Note: The CMS Web site also uses the term limited-income.

Long-Term Services and Supports (LTSS)

Internal department name was changed to MLTSS in July 2014. Long term supportive services are provided for the elderly and disabled as necessary.

M

Medicare Advantage Prescription Drug Plan (MAPD)

Medi-Cal

Medi-Cal (California's Medicaid program) is a federal- and state-funded health insurance program that provides low- and no-cost health, dental, and vision benefits to low-income families, the elderly, and the disabled who qualify. Those who qualify for Medi-Cal and Medicare are often referred to as Medi-Medis or dual eligibles.

Note: Per HIPPA regulations, we cannot indicate a program name (HFP, HK, Medi-Cal, or Medicare) on collateral that will not be inserted into a mailing envelope (postcards, flyers, etc.).

N

National Committee for Quality Assurance (NCQA)

NCQA is a private, nonprofit organization governed by purchasers of healthcare (employers and government), health plans, and consumers, that accredits health plans and develops performance measures known as HEDIS.

Use the NCQA seal and accompanying text on provider and community partner collateral. Do not use the NCQA seal and accompanying text on health education materials.

Note: See the NCQA Guidelines for Advertising NCQA Accreditation and Certification on \\Barstow\communications\NCQA

A TO Z GUIDELINES

Non-handicapping language

Put people first, not their disability. Preferred expressions avoid the implication that the person as a whole is disabled or defective.

Problematic

confined to a wheelchair

disabled person

the disabled

the mentally ill

Preferred

uses a wheelchair

person with (who has) a disability

people with disabilities

people with a mental illness or psychiatric disability; person with symptoms of mental illness

Nurse Advice Line (NAL)

L.A. Care's designated phone brand for a 24/7 access-to-care phone line staffed by registered nurses to assist members any time of day or night. Nurse advice line can be used generically to refer to other help lines offered by Plan Partners, but it should not be capitalized in that use.



OK, OK'd, Oks **Okay, depending on marketing communication.**

Do not use okay.

Online

One word when referring to computer connections.

Same for offline (which is an exception to Merriam Webster's)



PASC-SEIU Homecare Workers Health Care Plan

The following describes when to use IHSS and PASC-SEIU Homecare Workers Health Care Plan.

- **PASC-SEIU Homecare Workers Health Care Plan** (with the hyphen) is the official name of the health plan for PASC-SEIU Workers developed by the Personal Assistance Services Council (PASC) and the Service Employees International union (SEIU). L.A. Care contracts with PASC to administer the product.
- IHSS will no longer be used to refer to this product. Instead, IHSS will be used in reference to the Medi-Cal benefit under the Coordinated Care Initiative (CCI).
- For the PASC-SEIU *EOC and provider materials*, L.A. Care maintains the practice established by CHP of using the following in the initial reference to the product, but we will not abbreviate In-Home Supportive Services:

PASC-SEIU Homecare Workers Health Care Plan for In-Home Supportive Services Workers

A TO Z GUIDELINES

- Thereafter, the product is referred to as PASC-SEIU.
- In *member materials and on the website*, we use PASC-SEIU Homecare Workers Health Care Plan and indicate that it is also called the PASC-SEIU Plan.
- Thereafter, we refer to the product as the PASC-SEIU Plan or PASC-SEIU. We refer to the population as PASC-SEIU Workers or, if the context is solely member related, we may use PASC-SEIU Members.
- Where space is limited, such as the *Member I.D. Card*, use:

PASC-SEIU Homecare Workers Health Care Plan.

- In internal L.A. Care newsletters and other documents, we may identify the product as PASC-SEIU Plan and the population as PASC-SEIU Workers or, if the context is solely member related, as PASC-SEIU Members.
- For *group/enrollment codes*, IHSS has been replaced with PASC:
 - IHSS*IH = In Home PASC*IH = In Home
 - IHSS*CBR = COBRA PASC*CBR = COBRA
 - IHSS*CAC = Calif. COBRA PASC*CAC = Calif. COBRA
 - IHSS*ICP = Individual Conversion Plan PASC*ICP = In Home

Provider or physician (1/20/12) PCP, or Doctor?

Providers refer to individuals, groups or a combined collective that may provide services to L.A. Care members. These can be physicians, pharmacists, IPAs, or other service groups. Physicians are individuals that provide services to members and are specific to medical doctors. If your information is directed to a collective, use provider. If it is geared to doctors specifically, use physician. Preferable to use L.A. Care network physicians and other health care professionals, especially for executive messaging.

R

Race, references to, if required (AP) Follow up with C&L

African American, preferred term is black. Use African American only in quotations, in the names of organizations, or if individuals describe themselves so. Many statistical surveys use the term. When it is an official document, use the verbiage contained within it to avoid confusion.

Asian, used when referring to people; not Oriental.

Hispanic, Use Latino/Latina if subject prefers that term. Use a more specific identification when possible, such as Cuban, Puerto Rican, or Mexican American. Refer to people of Brazilian or Portuguese origin as such, not as Hispanic.

S

Safety Net

Safety Net clinics are federally qualified health centers that are recognized by L.A. Care as the Primary Care Physician. They are a key part of the infrastructure of L.A. Care's health care delivery system that ensures the provision of culturally sensitive and linguistically competent quality health services to vulnerable populations.

A TO Z GUIDELINES

Capitalize when referring to L.A. Care's Safety Net. **Lowercase** when referring to a generic safety net.

Safety Net Providers:

Providers of comprehensive primary outpatient care or acute hospital inpatient services that provide services to a significant number of Medi-Cal and medically indigent patients in relation to the total number of patients they server. Safety net providers include:

- County Health Department facilities
- Free and Community clinics (licensed under California Health and Safety Code Section 17000)
- Federally qualified Health Centers
- Indian Health Centers
- Rural and Children's Hospitals
- Public and Private Disproportionate Share Hospitals
- Trauma Centers,
- Hospitals deemed to be essential access emergency hospitals by the local EMS Authority.

SPD

Seniors and people with disabilities

Note: The original designation was seniors and persons with disabilities, but L.A. Care discontinued that term in 2010 and changed to people. Many government organizations still use persons, although that is changing.

For specific program names the term would be capitalized: L.A. Care's Seniors and People with Disabilities Initiative.

T

TANF

Temporary Assistance for Needy Families, started in 1997 as a federal program succeeding the Aid to Families with Dependent Children (AFDC) program, providing cash assistance to indigent American families with dependent children. This cash benefit is often referred to as "welfare."

Trademarks

A trademark protects words, phrases, symbols, or designs identifying the source of the goods or services of one party and distinguishing them from those of others.

Capitalize brand names that are registered trademarks. The symbols ® and ™ often accompany trademark names on product packaging and in promotional material, however, there is no legal requirement to use these symbols.

In general practice:

- Use the ® or ™ symbol upon first or most prominent mention of the brand name; it need not be used subsequently in a document unless specified by the owner of the trademark.
- Use a generic equivalent unless the trademark name is essential to content; for example, tissue instead of Kleenex®.

A TO Z GUIDELINES

- Use ® if the trademark is registered with the U.S. Patent Office. If not registered with the U.S. Patent Office, use ™ for a product or SM for a service.
- A trademark or service mark is always an adjective, never a noun or a verb. For example: (Right) Fly-Straight arrows always hit the target. (Wrong) Fly-Straight always hits the target.

TTY/TDD (use both together)

A TTY (Text Telephone), is the more widely accepted term, as it is used by people who are deaf and also those who are hard of hearing or speech impaired. The equipment is also referred to as TDD (Telecommunication Device for the Deaf). TTY user type messages back and forth to one another instead of talking and listening. A TTY is required at both ends of the conversation in order to communicate. We want our older members who use either TTY or TDD to be able to use the system, so the acronym TTY/TDD should be used instead of just TTY.

U

URL

URL stands for Uniform Resource Locator, a string of characters used to represent and identify a page of information on the World Wide Web.

L.A. Care's URL, **www.lacare.org, should be used on most collateral and always bolded. If in doubt, check with the Marketing Manager or Assistant Marketing Manager. I think this needs to be clarified, I have seen it and used it both as lacare.org and with the www. Correct usage?

V

Verses, versus, vice versa

Verses are lines of poetry.

Versus means 'in comparison' or 'opposition to'. Spell out in text. Abbreviate in short expressions and court cases: *Madison vs. Jefferson* or *Madison v. Jefferson*

Vice versa means with the order changed; with the relations reversed; conversely.

W

Website

One word. Was previously two words, no hyphen, capitalize.

A site (location) on the World Wide Web. Each Website contains a home page, which is the first document users see when they enter the site. The site might also contain additional documents and files. Each site is owned and managed by an individual, company or organization. **Website or website is not correct** (an exception to Webster's first listing,) but use *Web page*, *webcam*, *webcast*, *webmaster*.

A TO Z GUIDELINES

Well-being

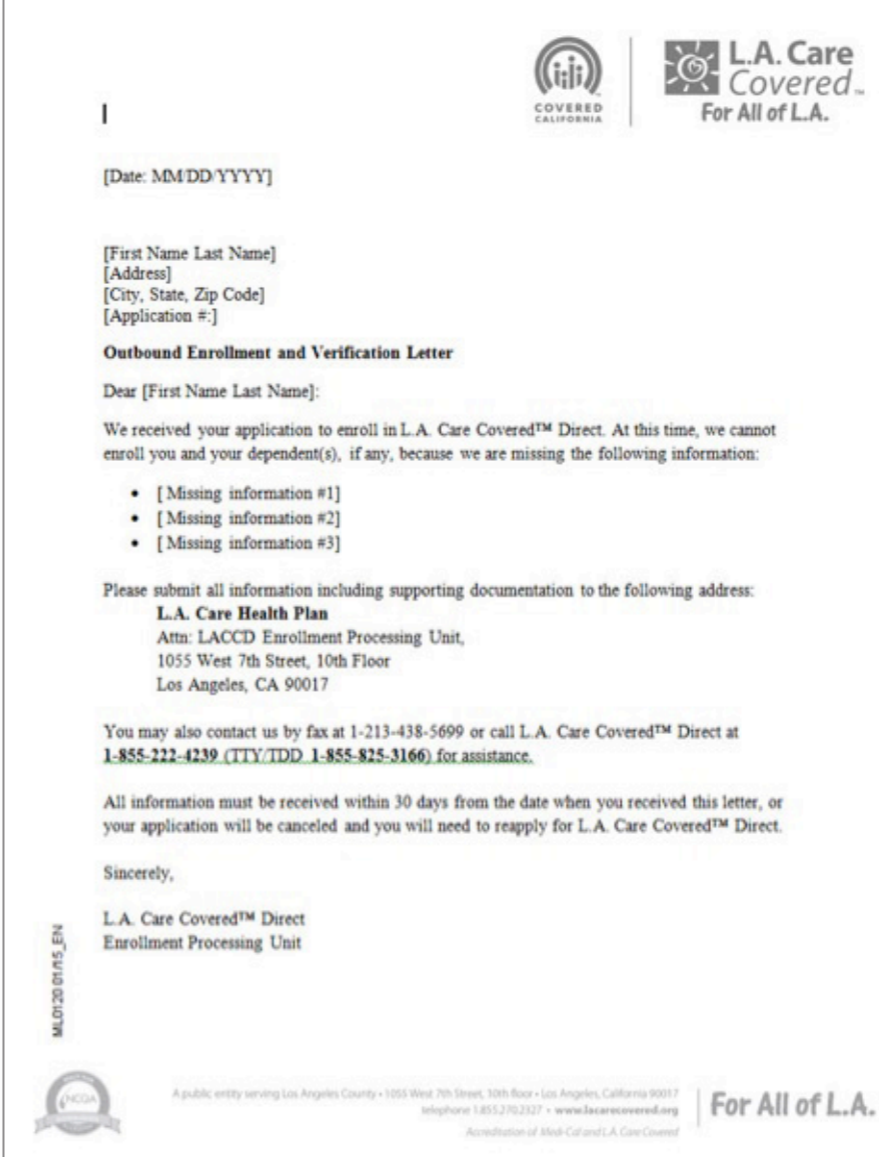
Well-child visit

Do not use well-baby visit. Use well-child visit instead.

DRAFTING LETTERS

When drafting letters please use the following guidelines:

- Content should always begin under the logo. Copy should never be parallel to logo unless given permission by Marketing.
- Content should never run into the logo
- 1/3 of the L.A. Care logo should always be used for clear space around the logo.
- The margins of the templates should **NEVER** be altered.
- Letter should always be on the correct template according to each product line. You can find all marketing templates here: <http://insidelac/la-care-logos-templates>
- All L.A. Care phone numbers and url should always be bolded.
- Letters should never contain widows/orphans. (see widow/orphan in glossary).
- All letters must have a PCN on it prior to sending out.
- All letters must have a PCN on it prior to sending out.
- PCNs should always be slightly above the footer and **NEVER** altered.
- Letter templates should **NEVER** be altered for any reason.



The image shows a sample of an enrollment verification letter template. At the top right, there are two logos: 'COVERED CALIFORNIA' and 'L.A. Care Covered For All of L.A.'. The letter body contains several placeholder fields: '[Date: MMDD/YYYY]', '[First Name Last Name]', '[Address]', '[City, State, Zip Code]', and '[Application #:]'. Below these is the title 'Outbound Enrollment and Verification Letter' and a salutation 'Dear [First Name Last Name]:'. The main text states: 'We received your application to enroll in L.A. Care Covered™ Direct. At this time, we cannot enroll you and your dependent(s), if any, because we are missing the following information:' followed by a bulleted list of three missing information items: '[Missing information #1]', '[Missing information #2]', and '[Missing information #3]'. Below this, it says 'Please submit all information including supporting documentation to the following address:' followed by the address: 'L.A. Care Health Plan, Attn: LACCD Enrollment Processing Unit, 1055 West 7th Street, 10th Floor, Los Angeles, CA 90017'. It also provides contact information: 'You may also contact us by fax at 1-213-438-5699 or call L.A. Care Covered™ Direct at 1-855-222-4239 (TTY/TDD 1-855-825-3166) for assistance.' A deadline is stated: 'All information must be received within 30 days from the date when you received this letter, or your application will be canceled and you will need to reapply for L.A. Care Covered™ Direct.' The letter ends with 'Sincerely,' and 'L.A. Care Covered™ Direct Enrollment Processing Unit'. On the left side, there is a vertical code 'ML0120 01/15, EN'. At the bottom, there is a footer with the NCCA logo, the text 'A public entity serving Los Angeles County • 1055 West 7th Street, 10th floor • Los Angeles, California 90017', phone and website information, and the 'For All of L.A.' logo.

DRAFTING EMAILS

Please follow these five guidelines when drafting L.A. Care emails.

1) Discretion when replying

Don't hit the Reply To All button unless it is truly necessary.

2) Stop yelling at me

USING ALL CAPITAL LETTERS IS NOT ONLY RUDE, IT IS ALSO HARD TO READ.

Save your caps for special occasions, such as those times when you want your recipient to know you are shouting. OK?

3) Save the stationery for snail mail

When sending professional company e-mail, it is difficult to read your message on a colored background and fancy style. Save it for your personal e-mail, or snail mail.

4) I appreciate you but not your 500 KB image file

Three main reasons why you should refrain from sending really large files via e-mail:

- **It takes a long time to download a large file.**
- **E-mail servers are like studio apartments:** There is only so much space to keep everything.
- **Sometimes you are at the mercy of the ISP.** Some providers (like L. A. Care) limit the size and will prevent it from arriving to your mailbox or e-mailing it out.

5) Text Messaging and E-mail are not the same

Please do not write LOL, OMG, BRB, etc. minus any or all punctuation in your professional e-mail.

We see a lot of business e-mail messages that are void of grammar, capital letters beginning a sentence, and periods at the end of a thought.

Remember your audience.

BOILERPLATE

About L.A. Care

L.A. Care Health Plan (Local Initiative Health Authority of Los Angeles County) is a public entity and community-accountable health plan serving residents of

Los Angeles County through a variety of health coverage programs including

L.A. Care Covered™, Medi-Cal, L.A. Care's Healthy Kids, L.A. Care Health Plan Medicare Advantage HMO SNP, L.A. Care Cal MediConnect Plan and PASC-SEIU Homecare Workers Health Care Plan. L.A. Care is a leader in developing new programs through innovative partnerships designed to provide health coverage to vulnerable populations and to support the safety net. With more than 1.6 million members, L.A. Care is the nation's largest publicly operated health plan.

English

Do you have access to the Web? If you do, go to **www.lacare.org** and then click "I AM A MEMBER." There you can check your medical coverage, ask us to change your PCP doctor, file a complaint, and learn more about your rights and responsibilities, protected health information, and benefits.

Spanish

¿Tiene acceso al Internet? Si es así, ingrese a www.lacare.org y haga clic en la sección titulada "Miembros". Allí podrá consultar su cobertura médica, solicitar el cambio de su médico de atención primaria PCP, presentar una queja e informarse más sobre sus derechos y responsabilidades, información médica protegida y beneficios.

L.A. Care Health Plan Lines of Business (LOB)

Use the following format if listing all product lines together:

"...L.A. Care Covered™, Medi-Cal, L.A. Care Cal MediConnect Plan, L.A. Care's Healthy Kids, and L.A. Care Health Plan Medicare Advantage HMO, and PASC-SEIU Homecare Workers Health Care Plan."

COMMON ACRONYMS

This is a partial list of frequently used acronyms relating to health care and public programs.

AARP	American Association of Retired Persons	CMO	Chief Medical Officer
ADA	American Disabilities Act	CMS	Center for Medicare and Medicaid Services
AIDS	Acquired immunodeficiency syndrome	COB	Coordination of Benefits
AIM	Access for Infants and Mothers	COO	Chief Operations Officer
AMA	American Medical Association	CO&E	Community Outreach & Education
BOG	Board of Governors	DOB	Date of birth
C&L	Culture and Linguistics	DHCS	Department of Health Care Services
CalOptima	Orange Prevention and Treatment Integrated Medical Plan	DMHC	Department of Managed Health Care
CAHP	California Association of Health Plans	D-SNP	Dual Eligible Special Needs Plan
CAHPS	Consumer Assessment of Healthcare Providers & Systems	ECAC (ee-kak)	Executive Community Advisory Committee
CALPERS	California Employees Retirement Systems	ED	Emergency Department
CalWORKS	Welfare-to-work program	EDS	Electronic Data Systems
CAP	Capitation	EOB	Explanation of Benefits
CBO	Community-based organization	EOC	Evidence of Coverage
CCS	California Childrens Services	FDA	Federal Drug Administration
CEO	Chief Executive Officer	FFS	Fee-for-Service
CFO	Chief Financial Officer	FSR	Facility Site Review
CIO	Chief Information Officer	HASC	Hospital Association of Southern California
CHI	Children's Health Initiative	HBEX	Health Benefits Exchange (Covered California/The Marketplace)
CHCF	California HealthCare Foundation	HEDIS	Healthcare Effectiveness Data and Information Set
CHIF	Community Health Investment Fund	HFP	Healthy Families Program
CHP	Community Health Plan	HIPPA	Health Insurance Portability and Accountability Act
CM	Case Management		HKHealthy Kids
		IHA	Initial Health Assessment

COMMON ACRONYMS

IHSS	In-Home Supportive Services	OHI	Oral Health Initiative
INS	Immigration and Naturalization Service	QHP	Qualified Health Plan
IPA	Independent Practice Association	P4P	Pay for Performance
JCAH	Joint Commission of Accredited Hospitals	PAG	Physician Advisory Group
JCAHO	Joint Commission of Accreditation of Healthcare Organizations	PCN	Project Control Number
JOM	Joint Operational Meeting	PCP	Primary Care Physician
LCSW	Licensed Clinical Social Worker	PMPM	Per Member Per Month
LHPC	Local Health Plans of California	POS	Point-of-Service
LI	Local initiative	PPG	Preferred Provider Group
LIS	Low Income Subsidy	PNO	Provider Network Operations
LOA	Letter of Agreement	PPO	Preferred Provider Organization
LOB	Line of Business	RA&C	Regulatory Affairs & Compliance
LTSS	Long Term Support Services	RCAC	Regional Community Advisory Committee
MAC	Maximum Allowable Cost	Rx	Prescription
MAPD	Medicare Advantage Prescription Drug Plan	SCHIP	State Children's Health Insurance Program (HFP in California)
MCLA	L.A. Care Medi-Cal Direct	SNP	Special Needs Plan
MCMC	Medi-Cal Managed Care	SPD	Seniors and People with Disabilities
Medigap	Medicare Supplement Insurance	SSI	Supplemental Social Income
MOU	Memorandum of Understanding	UM	Utilization Management
MPA	Master of Public Administration	WIC	Women, Infants, and Children Program
MPH	Master of Public Health	RA&C	Regulatory Affairs & Compliance
MRMIB	Managed Risk Medical Insurance Board	RCAC	Regional Community Advisory Committee
MSO	Management Services Organization	Rx	Prescription
NCQA	National Committee on Quality Assurance	WIC	Women, Infants, and Children Program
NOPP	Notice of Privacy Practices		
NMA	National Medical Association		