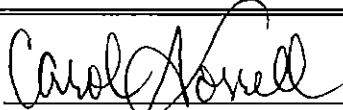
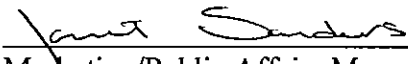
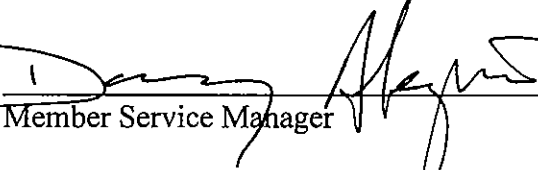


**KERN HEALTH SYSTEMS  
POLICIES AND PROCEDURES**

TITLE: KERN HEALTH SYSTEMS POLICIES & PROCEDURES		INDEX NUMBER 5.03	Page 1 of 3			
SECTION: Member Services		ISSUE DATE: July 1, 1998				
SUBJECT: Enrollment		EXTERNAL APPROVAL	DMC	DHS	MRMIB	
				01-16-02		
REVIEW DATE	08/29/97	08/00				
REVISION DATE	08/29/97	08/00				

Approved		Date	8/14/00
	Carol Sorrell, R.N. Chief Executive Officer		
Approved	_____	Date	_____
	Chief Operations Officer		
Approved		Date	8/11/00
	Marketing/Public Affairs Manager		
Approved		Date	8/10/00
	Member Service Manager		

**POLICY:**

Kern Health Systems will assist a prospective member by directing them to the appropriate source for enrollment or by providing application assistance as appropriate.

**PURPOSE:**

To ensure that prospective members are given consistent information.

**PROCEDURE:**

**1.0 KHS RESPONSE TO PROSPECTIVE MEMBER INQUIRIES**

When a prospective member calls the Member Services Department or presents in person to the Member Services Department, a Member Service Representative (MSR) responds to the

**KERN HEALTH SYSTEMS  
POLICIES AND PROCEDURES**

TITLE: KERN HEALTH SYSTEMS POLICIES & PROCEDURES	INDEX NUMBER 5.03	Page 2 of 3
---	----------------------	-------------

prospective member in a variety of ways, depending on the needs of the individual. The MSR engages the individual in a conversation about the Plan which may include a variety of topics depending on the needs or questions asked by the individual.

MSRs are trained to answer member questions regarding the following topics:

- A. How to select a Primary Care Provider (PCP)
- B. KHS Provider Network membership, including Allied Providers and Hospitals
- C. How to utilize services
- D. Location of Member Services
- E. Locations of EDS assistor sites and when presentations are given
- F. Where to send the enrollment form
- G. How to determine their effective date (who to call)

**1.1 Marketing Information**

The MSR offers to send Marketing information to the prospective member or inform the individual where it can be picked up. Marketing material is available at the Member Services Department. The packet includes one or more of the following:

- A. Provider Directory
- B. Fold out Marketing Brochure explaining the Plan
- C. Enrollment form and postage paid envelope
- D. Member Handbook

**1.2 Restrictions on KHS Activities**

**1.2.1 Medi-Cal Product**

Under no circumstance can an employee of Kern Health Systems receive an enrollment form. Accepting enrollment forms is in direct violation of KHS' contract with the Department of Health Services(DHS). All enrollment forms are to be sent directly to HCO.

**1.2.2 Healthy Families Product**

KHS employees that are certified application assistants may provide limited application assistance to potential Healthy Families subscribers.<sup>1</sup> Please see KHS Policy and Procedure #10.06 – Marketing Guidelines for details.

**2.0 PROVIDER OFFICES THAT RECEIVE A REQUEST FOR ENROLLMENT**

Providers are instructed, via the Provider Administrative Manual and Provider Orientations, to direct all requests for enrollment to KHS Member Services at (800) 391-2000 so that current,

**KERN HEALTH SYSTEMS  
POLICIES AND PROCEDURES**

TITLE: KERN HEALTH SYSTEMS POLICIES & PROCEDURES	INDEX NUMBER 5.03	Page 3 of 3
---	----------------------	-------------

accurate information can be given to the member.

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<sup>1</sup> Insurance Code, Section 12693.325