



ATTACHMENT 1

January 20, 2015

All Contracted Companies

GUIDELINES FOR THE DESIGN OF WEBPAGES PUERTO RICO GOVERNMENT HEALTH PLAN

Considering the development and proliferation of organizations and companies web sites since 2000, and the more increasingly expectation that continued technological advances will further enhance the quality, not just the quantity, of information delivered and available to stakeholders on such web sites, we are issuing this interpretive release to provide guidance on the development of the Puerto Rico Government Health Plan (GHP) web sites.

All web sites created under contract by the Puerto Rico Health Insurance Administration (ASES, for its Spanish acronym) must comply with the specifications listed in such contracts relevant to all aspects of the web sites, including, but not limited, the content (text) and images (logos, photos, etc). Furthermore, all mocks and functioning (in development stage) web sites must be submitted to ASES for approval prior to its activation on the web.

6.9 Internet Presence / Website

6.9.1 The Contractor shall provide on its website general and up-to-date information about the GHP and about the Contractor's Plan, including the Provider Network, customer services, GHP Service Line, and its Grievance System and Complaint Process. The Enrollee Handbook and the Provider Directory shall be available on the website. All information must be written at a fourth (4th) grade level and must be available in Spanish and English.

6.9.2 The Contractor shall maintain an Enrollee portal that allows Enrollees to access a searchable Provider Directory that shall be updated within three (3) Business Days of any change to the Provider Network.

6.9.3 The website must have the capability for Enrollees to submit questions and comments to the Contractor and receive responses. The Contractor shall reply to Enrollee questions within two (2) Business Days.

6.9.4 The website must comply with the Marketing policies and procedures and with requirements for written materials described in Sections 6.2 and 6.3 of this Contract and must

be consistent with applicable Puerto Rico and Federal laws.

6.9.5 The Contractor shall submit website screenshots to ASES for review and approval of information on the website relating to the GHP Program according to the timeframe specified in Attachment 12 to this Contract.

6.9.6 The Contractor's website shall provide secured online access to the Enrollee's historical and current information.

6.9.7 The Contractor's website shall prominently feature a link to the ASES website, www.ases.pr.gov.

This guidelines focuses primary on the format and display of information presented on GHP web sites, with special attention to the brand recognition and readability, supported by a user friendly interface:


- Content structure: corporate boilerplates and logos, and required information and policies.
- Presentation: the "look & feel" of the sites. This applies to the creation of relevant Cascading Style Sheets (CSS).


I. PRESENTATION/ Design

A template have been created to guide during the final designing and programming phase of the web site (Attachment 1). In general, the following guides must be consider when creating the web site:

a. Header:

- i. Background Image will be provided by ASES. Image can be formatted accordingly to the area measurements
- ii. ASES Logo, or other provided- placed on the left side with hyperlink to the homepage of the web site.
- iii. Include the GHP Region(s) covered (ex. Metro Norte)
- iv. Search bar
- v. Primary and Secondary Menu tabs
 1. Tabs color:
 - a. Primary: Dark Grey
 - b. Secondary: Light Grey


 Pantone Cool Gray
6 C


 C=0, M=0, Y=0, K=30

vi. Include a button to select the language (English or Spanish)

vii. Background color: white

viii. Title text color: Green Pantone 368C

 Pantone
368 C

 C=50, M=0, Y=100, K=0

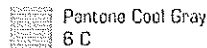
- ix. Interactive Slideshow and messages: must be approved by ASES
- x. Welcome Text
- xi. Calendar/ Events Area
- xii. MCO Call Center Telephone
- xiii. ASES WEB button- linked to www.ases.pr.gov



- xiv. Access to Providers Network
- xv. Access to PDL
- xvi. Enrollees Handbook
- xvii. Highlight/Special Programs

b. Footer:

- i. Background color: Light Grey



Pantone Cool Gray
6 C



C=0, M=0, Y=0, K=30

- ii. Health Organization Logo (MCO)
- iii. Contact Information
 - 1. Postal and Physical Address
 - 2. Telephones and fax numbers (Service Line)
 - 3. email address
- iv. Web site privacy policy
- v. ASES logo- small with link to www.ases.pr.gov

II. Content:

The information included in the web site must provide important information to the beneficiaries of GHP and comply with all the regulations and policies regarding patient management, as well as any other applicable.

- a. Contract Sections:
 - i. 6.9- Internet Presence/ Web site
- b. Policies and Regulations:
 - i. Patient Rights and Responsibilities (Law 114, year 2010) ASES Letter September 27, 2013.
 - ii. Marketing policies and procedures, with requirements for written materials (Contract Sections 6.2 and 6.3/ ASES Normative letter #13-1212, 13-1216 – letter in revision to include web sites)

c. Information:

- i. All information must be written at a **fourth (4th) grade** level
- ii. Languages: must be available in Spanish and English
- iii. List of the Provider Network
- iv. Enrollment Procedure
- v. Enrollee Manual
- vi. Detailed information of the Customer services
- vii. Grievance System
- viii. Complaint Process

Cordially,



William Ruiz Alejandro
Director
Compliance and Clinical Affair



ESTADO LIBRE ASOCIADO DE
PUERTO RICO
Administración de Seguros
de Salud de Puerto Rico (ASES)

27 de septiembre de 2013

A Todos los planes médicos contratados para brindar servicios para MI Salud y Medicare Platino

RE: Ley 114 del 2010

La Ley Número 114 del 2010, enmienda la Carta de Derechos y Responsabilidades del Paciente a los fines de otorgar el derecho de todo paciente, usuario o consumidor de servicios de salud médico-hospitalarios en Puerto Rico a recibir informes de utilización trimestrales. El propósito del informe es garantizar el acceso a la información de los servicios y gastos incurridos. A su vez, el informe permite que el recipiente notifique sobre la comisión o sospecha de errores, actos indebidos o fraudulentos en la prestación de servicios.

La ley citada entró en vigor el 25 de enero del 2011 y aplica a todos los pacientes, usuarios y consumidores de servicios de salud médico hospitalarios, incluyendo los participantes del plan de salud del Gobierno de Puerto Rico. A partir de la fecha de vigencia de la ley, los informes vencen en los meses de marzo, junio, septiembre y diciembre de cada año.

La ley especifica que el informe deberá ser entregado únicamente al asegurado, y se remitirá de una forma segura a través de medios electrónicos al asegurado o suscriptor, a la dirección electrónica provista por el asegurado o suscriptor, o a través del patrono que gestionó la cubierta grupal. El asegurado podrá solicitar recibirlo por correo. El informe debe incluir, como mínimo, la siguiente información: nombre del asegurado o suscriptor, pago total de la prima, fecha de servicio, tipo de servicio, descripción del servicio, proveedor del servicio, cantidad pagada por el asegurado, cantidad pagada por la aseguradora y cantidad total pagada.

Por la presente, se le notifica que el deber de enviar el informe recae sobre la entidad aseguradora; por lo que se le solicita el cumplimiento estricto del mandato legislativo. El próximo informe trimestral vence el 30 de diciembre del 2013.

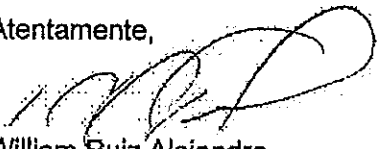
Será responsabilidad del asegurado o suscriptor notificar cualquier cambio de dirección electrónica o postal al asegurador y al Plan de Salud del Gobierno de Puerto Rico. No incurrirá en violación de la ley el obligado a remitir el informe que no lo haga por poseer direcciones incorrectas, inexistentes, incompletas, devueltas anteriormente o que no

cumplan con los criterios establecidos por el Servicio Postal de los Estados Unidos de América.

En la exposición de motivos de la ley mencionada, el legislador promueve el uso de los informes como instrumento para detectar uso indebido o actos fraudulentos en la prestación de servicios. Por lo que, en un intercambio colaborativo entre asegurado y asegurador, el asegurado le notificará a la entidad aseguradora si al verificar el informe encuentra información incorrecta. Este es un mecanismo viable para la prevención y detección de fraude. La entidad aseguradora debe orientar a los asegurados el procedimiento a seguir en caso de encontrar alguna deficiencia en el contenido del informe.

Queda pendiente su pronta acción.

Atentamente,



William Ruiz Alejandro
Director
Cumplimiento y Asuntos Clínicos

C: Lcda. Yamilca Ortiz, Directora Oficina Planificación y Calidad
Lcda. Cristina Martínez, Directora Oficina Asuntos Legales
Ing. Ricardo Rivera, Director Ejecutivo
Procurador de la Salud