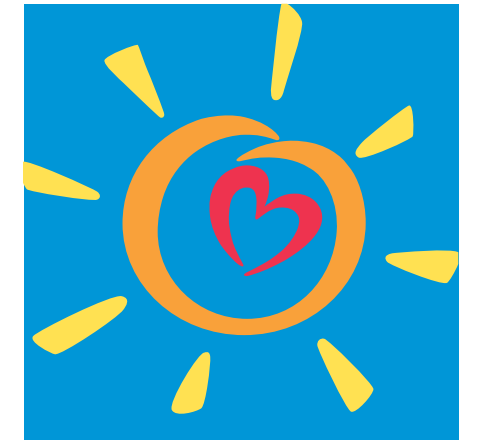


L.A. Care Health Plan

Corporate Identity Guide



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 community. Your help and support in applying these guidelines accurately and consistently will add to the strength of our organization.

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BRAND IDENTIFIERS

COLOR PALETTE

HEALTH KIDS

HEALTH KIDS

HEALTH KIDS

HEALTH KIDS

HEALTH KIDS

HEALTH KIDS

COLOR PALETTE

L.A. Care's color palette consists of seven primary colors; five of which, serve as product line identifiers.

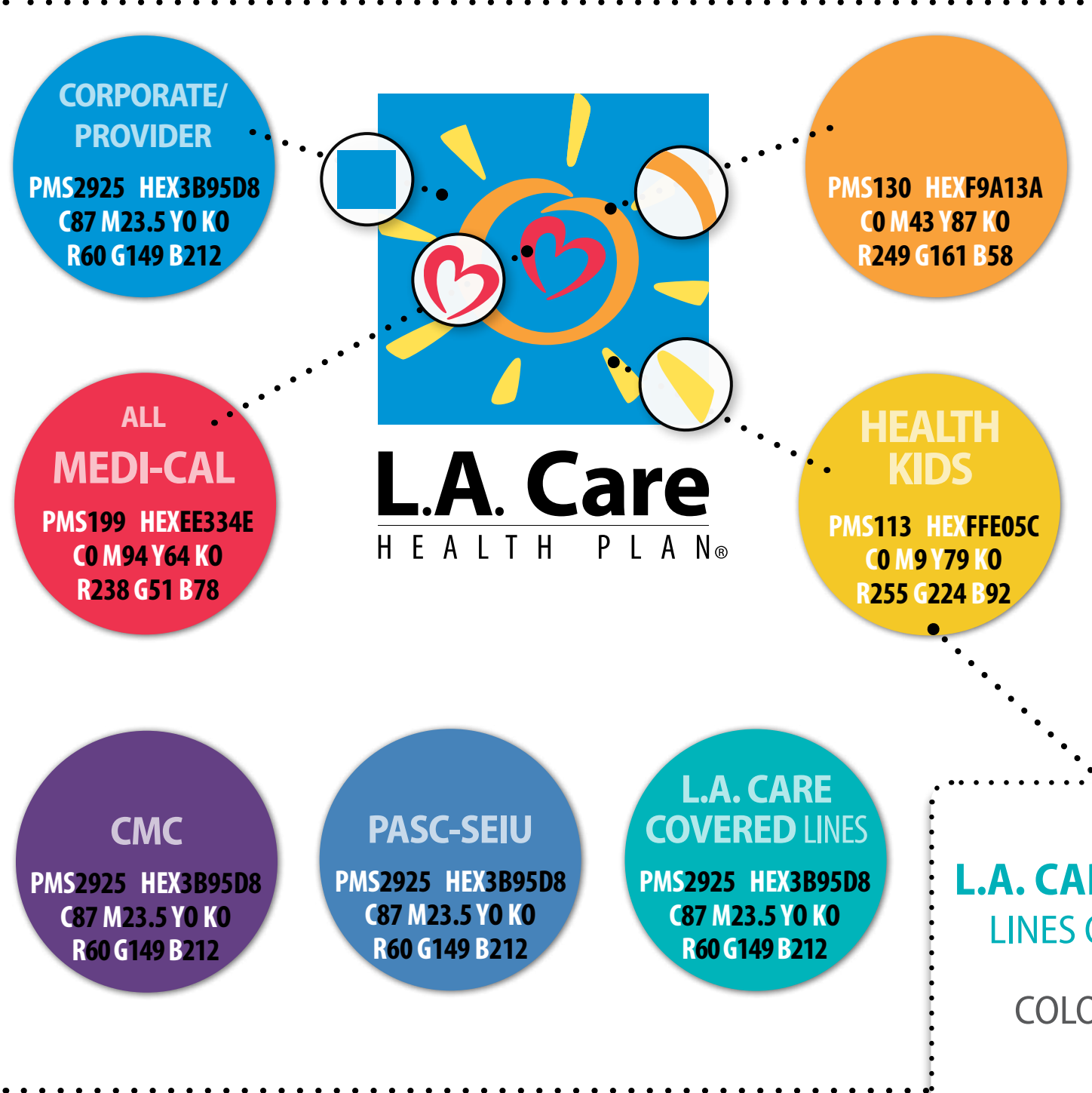
Alternative colors can also be used, only if in conjunction with a primary colors. These additional colors should be considerate to our corporate color

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 Creative Services at creative@lacare.org.

PRIMARIES



SECONDARIES



CONTRAST

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



BLACK

In addition to using the color black for text, various tints of black can also be used to produce subtle grays, for neutral design effects. When using grays, it's important to ensure that grays are not overused and they are not compromising text readability.



L.A. CARE COVERED
LINES OF BUSINESS

COLOR PALETTE

THE LOGO STORY

L.A. Care Members, Employees and Providers.

L.A. Care's reason for being – our members and the staff that makes the delivery of quality care possible.

L.A. Care Lines of Business.

These are the programs that support our members' health goals, needs and well-being.



Community Connectors. Those ECAC/RCAC members, FRCs, community clinics/FQHCs, community based organizations, stakeholders, public officials and any other supporters that create pathways for L.A. Care to expand the care it delivers to the residents of L.A. County.

The County of Los Angeles. L.A. Care is a community driven organization. Our mission, vision and values arise from the people that we serve. This large community is also a foundation of support that informs what we do on a daily basis.

LOGO LAW

The L.A. Care logo is comprised of the logo symbol and the logotype. The logo symbol is cynosure of all L.A. Care brand. Both symbol and logotype together make up the official L.A. Care logo. Each is dependent on the other to qualify as the L.A. Care logo.

It is important that the use of the logo be restricted to the styles, variations and colors shown in this manual, **with no exceptions.**

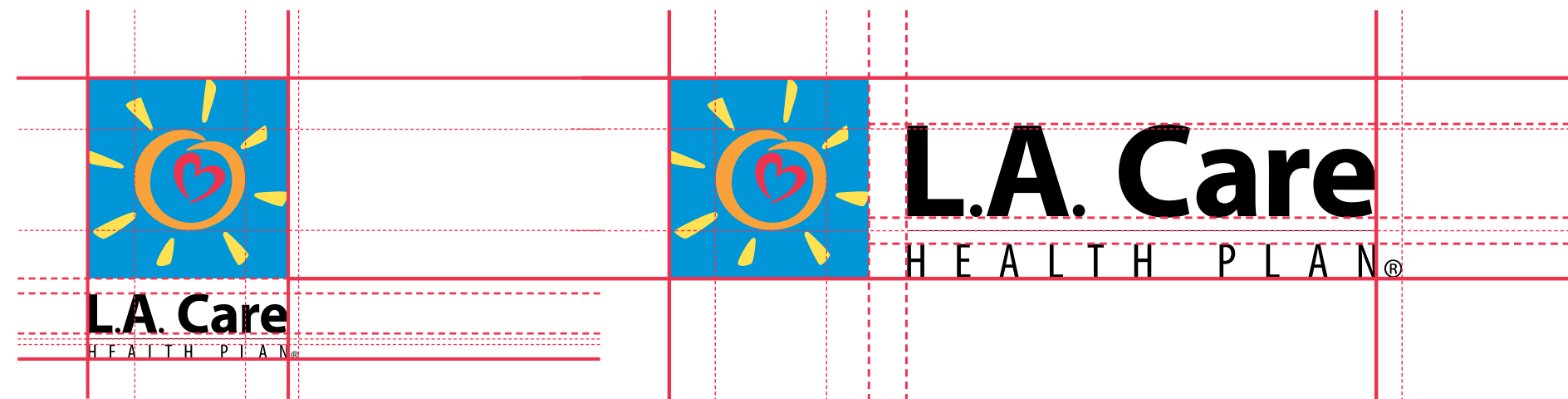
The vertical and horizontal orientations illustrated here are the only two accepted variations of the logo, with the vertical serving as the principal version.

The logo icon (or heart & sun icon) can be used independently only as a supporting brand or design element.

Logo Symbol



Logotype

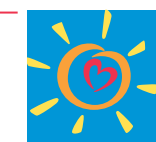


Preferred Version and Usage



1.22" or 65px high - Minimum advised in height for vertical logo.

Secondary Version and Usage (Only when using vertical logo is not feasible)



.70" or 50px high - Minimum advised in height for horizontal logo.

Logo must be scaled proportionally. Approval from Creative Services required for smaller versions.

The Sun Logo Icon and Heart Icon

The logo icons may be used for supplemental creative professional applications. The logo icons may not be used as an alternative for the logo.





BRAND IDENTIFIERS

COLOR PALETTE

THE LOGO

Logo Color Options
Logo Placements

HEALTH KIDS

HEALTH KIDS

HEALTH KIDS

HEALTH KIDS

HEALTH KIDS

LOGO COLOR VARIATIONS

Below are the approved color options for the L.A. Care logos. **These colors cannot be altered or manipulated.**

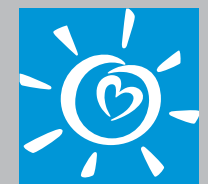
The 2-color logo options require Creative Services Approval before application can be executed. Additionally, stylistic effects, such as outlines or shadows should never be applied to the logo.



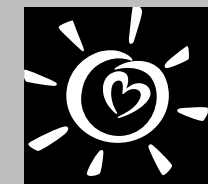
FULL COLOR



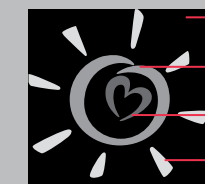
2-color detail (blue and black)



1-color detail (black only)



Gray Scale detail (black tones only)



- Box: Black: 100%
- Sun ring: Black: 45%
- Heart: Black: 70%
- Sun Rays: Black: 15%
- Black: 100%



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.



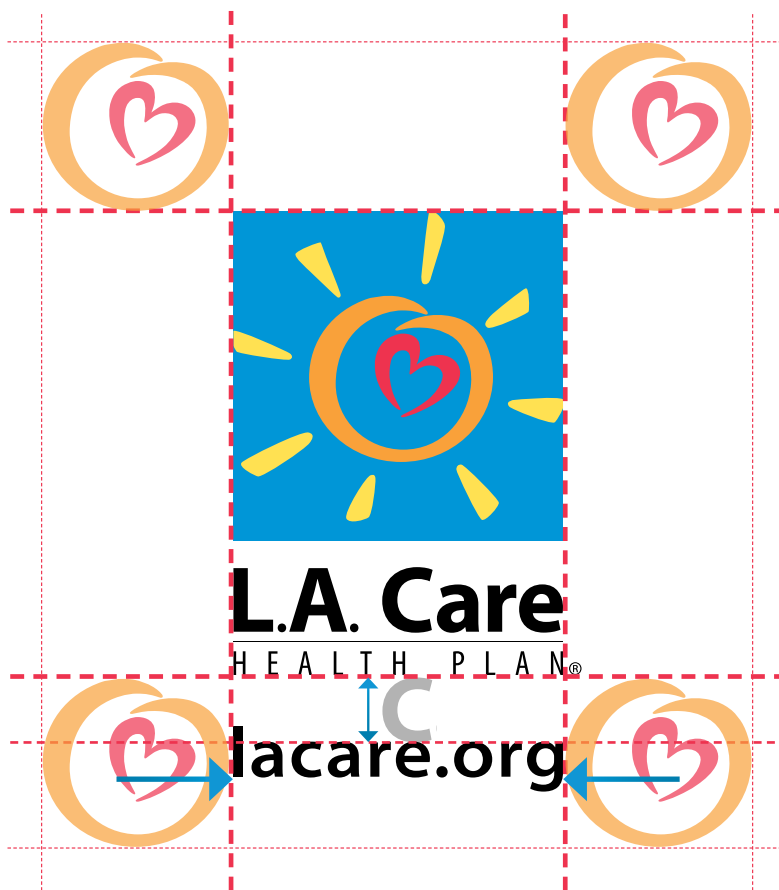
L.A. Care
HEALTH PLAN

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.



L.A. Care
HEALTH PLAN

LOGO PLACEMENTS

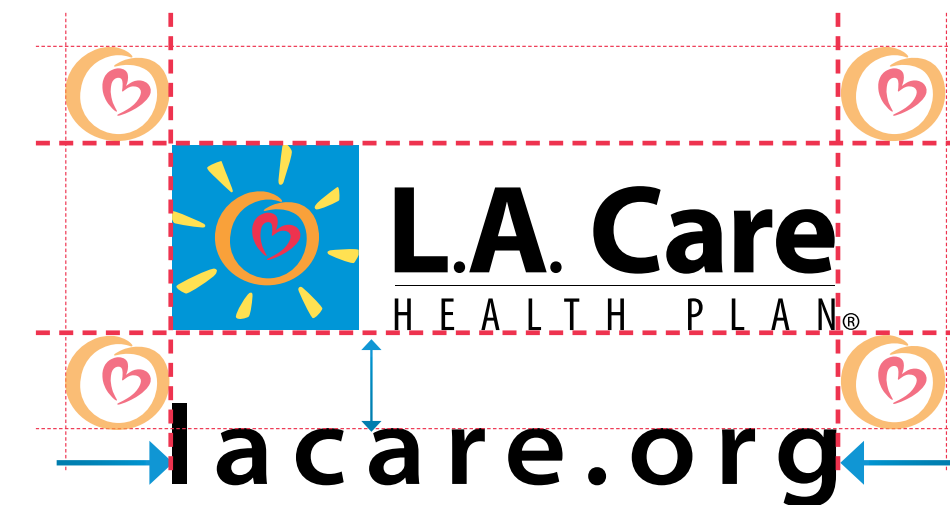


The width of the tagline, website and phone number should be equal to the width of logomark box. **This content should be flush on both sides for both logos.**

Placement other items with the logo.

Minimum Clear Space

The logo Sun can be used as a guide to insure
The only exception is when placing tagline or web/phone below logotype.



The width of the tagline, website or phone should be equal to the width from the left edge of the logomark box and the right edge of the logotype. **This content should be flush on both sides for both logos.**

Placement of other logos alongside the L.A. Care logo.

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



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

Vertical 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

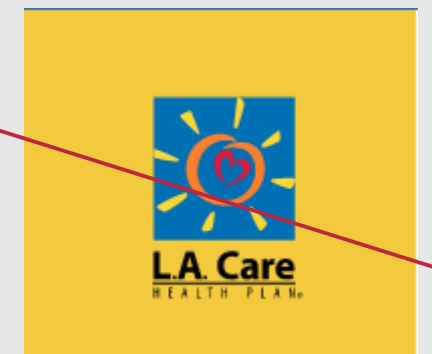
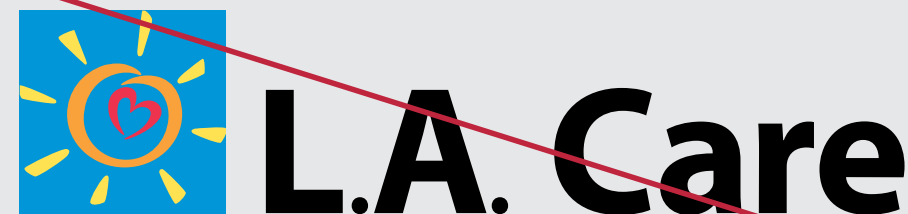
Logotype is to never be modified. Overall logo integrity must remain intact. The logotype, L.A. Care Health Plan, must appear in its entirety; it cannot be scaled.

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 website. 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 website 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 these six 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 the L.A. Care Covered logo, 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 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 these three formats on all marketing materials.

L.A. Care Covered Direct Logo Usage

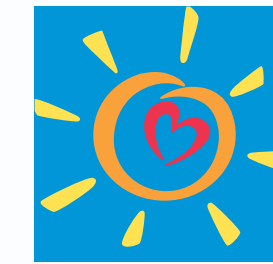
The horizontal version of the logo is the preferred logo usage for most applications including signage, uniforms, website and marketing materials.



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 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.



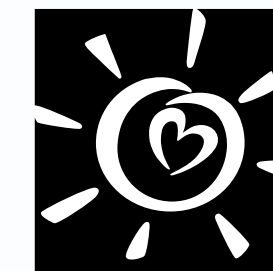
L.A. Care
Covered™
Direct



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 TREATMENT: TAGLINES & PROGRAMS

For a Healthy Life Tagline

The *For a Healthy Life* and *Por Una Vida Sana* taglines 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 taglines.

For a **Healthy Life**

For a **Healthy Life**

Por Una **Vida Sana**

Por Una **Vida Sana**

Community Health Improvement Project (CHIP)

Use this logo for all Community Health Improvement Project programs.



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 tagline: *Myriad Pro light & Myriad Pro Semibold*



L.A. Cares About **Diabetes**



L.A. Cares About **Asthma**



L.A. Cares About Your **Heart**

My Health In Motion

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



The *L.A. Cares About Diabetes* and *L.A. Cares About Asthma* logos must always include the trademark character. On some occasions, when these taglines 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.

L.A. Care Family Resource Centers Tagline

Taglines can be incorporated within Family Resource Center communications.

Font styles used for tagline: *Myriad Pro Regular & Myriad Pro Light Condensed*

L.A. Care Family Resource Centers

Your Centers for Health and Wellness

Centros de Recursos Familiares de L.A. Care

Sus Centros de Salud y Bienestar

Internal and External Branding Campaigns

Any internal and external initiative that will include our brand must first be discussed with the Marketing Department. For example, the creation of a logo or stylized tagline, especially if it is accompanied with the L.A. Care logo, should be discussed beforehand.

LOGO TREATMENT: PARTNER LOGOS

When used in combination with other logos, 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 and 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 are required to carry one or some of our health plan partners' 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 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.

Sans-Serif Fonts

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

Medi-Cal Program

Medi-Cal PROGRAM

Arial can be used as an alternative if these sans-serif fonts are not available or when using a non-professional desktop publishing software.

Medi-Cal Program

Olivier. This font is currently used for emphasized, stylistic effect on specialized campaigns and only executed in professional layout processes. Permission from Marketing is required for use of this font.

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.

Serif Fonts

Adobe Garamond family and RTF Albertan Family are the preferred fonts for large body text, such as member collateral copy and newsletter articles. Times New Roman 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

Times New Roman can be used as an alternative if these serif fonts are not available or when using a non-professional desktop publishing software.

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	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	Здраво	Sylfean***, Arian AMU (T)	Sylfean (T), Arian AMU (T), Arial Unicode MS** (T)
Chinese (CH) (Traditional)	L → R L & C 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		Arial, X Series 2 (collection) (T)(T)	Arial, X Series 2, Geeza Pro** (T)
Khmer (KH)	L → R L Justified	ព័រ្រាបសា (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 L & C Justified	안녕하세요	SM Myungjo Family**, Batang*** (T), Gulim*** (T)	SM Myungjo Family**, Batang, Gulim, Apple Gothic* (T), PCMyungjo* (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 stroke/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

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>> គឺជាសាខារបស់គម្រោងសុខភាព ឡា អិ អិ ។ ជា រ ក្នុងការផ្តល់សេវាថែរក្សាសុខភាពនៃគម្រោង គ្រប់គ្រងមេឌីខាល នៅក្នុងស្រុកឡូស អាន ជី លេស ។
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 © 2015 L.A. Care Health Plan, All Rights Reserved

Or

Copyright © 2015 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.



First Last | Your Title Here
Your Department Here

L.A. Care Health Plan
1055 West 7th Street, 10th Floor • Los Angeles, CA 90017
work: 213.694.1250 x 0000 • **cell:** 213.694.1250
email: flast@lacare.org

 Find us on Facebook |  @LACareHealth |  Follow

Name Field: Arial Bold | **Color:** Black
Title Field: Arial Bold | **Color:** Orange
Department Field: Arial | **Color:** Black
Address and Contact Field: Arial | **Color:** Black
Email Field: Arial | **Color:** Orange
Social Media: Must be the provided logo links.
Background: Must be only White.

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.

Not permitted

Adding additional graphic elements, phrases, quotes or taglines

Changing the color of fonts and background

Substituting the required fonts

Adding email body background templates/designs

An identical 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 http://insidelac/marketing_tools.

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'S FAMILY RESOURCE CENTERS

L.A. Care's Family Resource Centers' identity has evolved since the establishment of the first FRC in Lynwood on November 2007.

Now with four centers, a defined brand has been established. After several years of successfully evolving marketing campaigns, the Family Resource Center (FRC) brand has gained awareness and familiarity within local communities. In addition to the tagline "Your Centers for Health and Wellness," the cornerstone of the FRC branding strategy is the ability to identify each center by its assigned brand color. Below are examples from the 2015 FRC marketing campaign that show how the FRC brand identity is tailored for each center.

FRC designated colors

Lynwood Blue



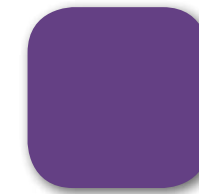
R:100 G:64 B:132
C:69 M:85 Y:0 K:

Inglewood Green*



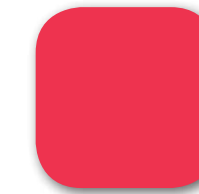
R:77 G:157 B:69
C:70 M:0 Y:100 K:9

Boyle Heights Purple



R:100 G:64 B:132
C:69 M:85 Y:10 K:11

Pacoima Red



R:238 G:51 B:78
C:0 M:94 Y:64 K:0

FRC designated Logos



Family Resource Centers

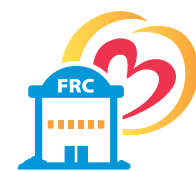
FRC General Logos



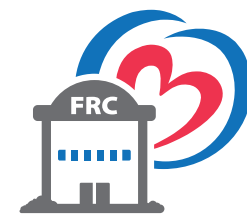
Family Resource Centers



Family Resource Centers

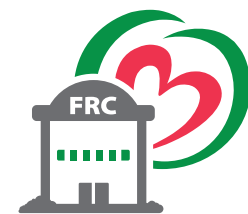


Family Resource Centers



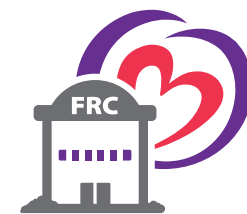
Family Resource Center

Lynwood



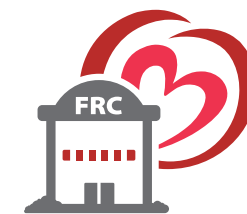
Family Resource Center

Inglewood



Family Resource Center

Boyle Heights



Family Resource Center

Pacoima

Logo lockup with the L.A. Care logo



L.A. Care HEALTH PLAN



Family Resource Centers



L.A. Care HEALTH PLAN

Family Resource Centers



L.A. Care HEALTH PLAN



Family Resource Centers



L.A. Care HEALTH PLAN

Family Resource Centers



L.A. Care HEALTH PLAN



Family Resource Centers

L.A. CARE PROMOTIONAL ITEM ARTWORK

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

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

The approach to dealing with complex imprint areas requires customized artwork applications. The development of this specific artwork should be overseen or done by the Marketing Department..

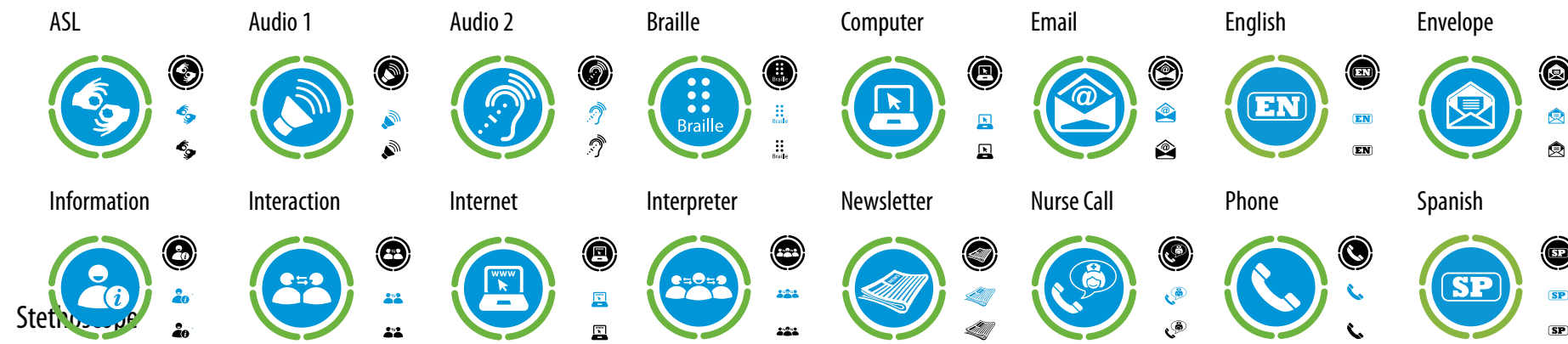
Additionally, all promotional materials must be routed to Melinda Young in Sales & Outreach. Contact [Melinda Young](#) before processing any promotional items, and coordinate promotional item artwork with the [Marketing Design](#) team.



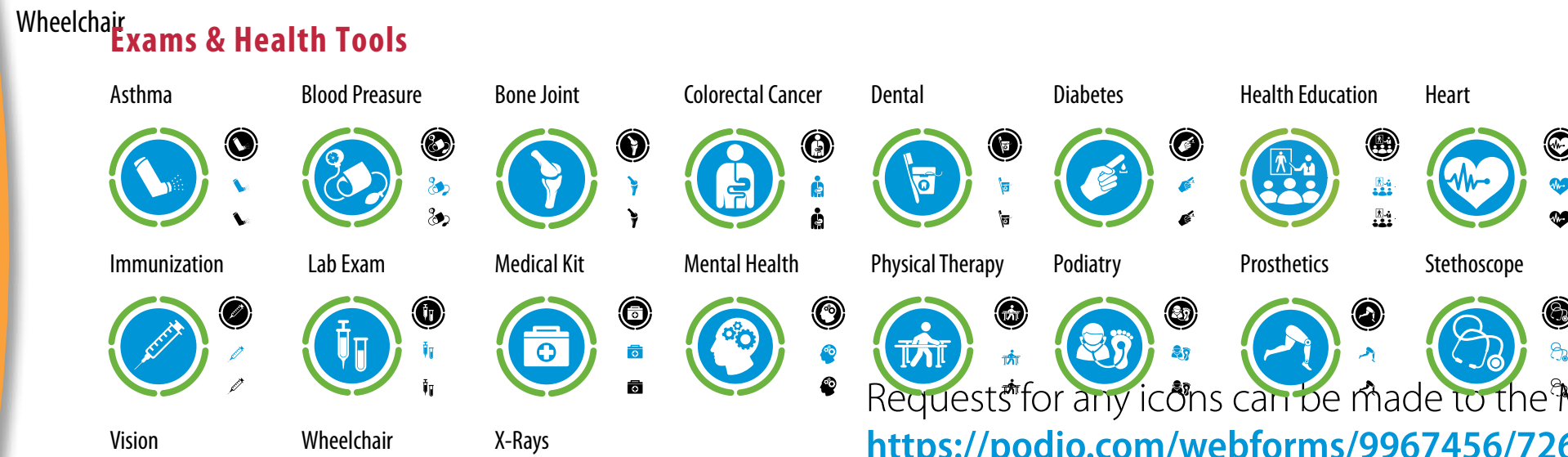
L.A. CARE ASSETS: ICONS

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.

Communication



Exams & Health Tools



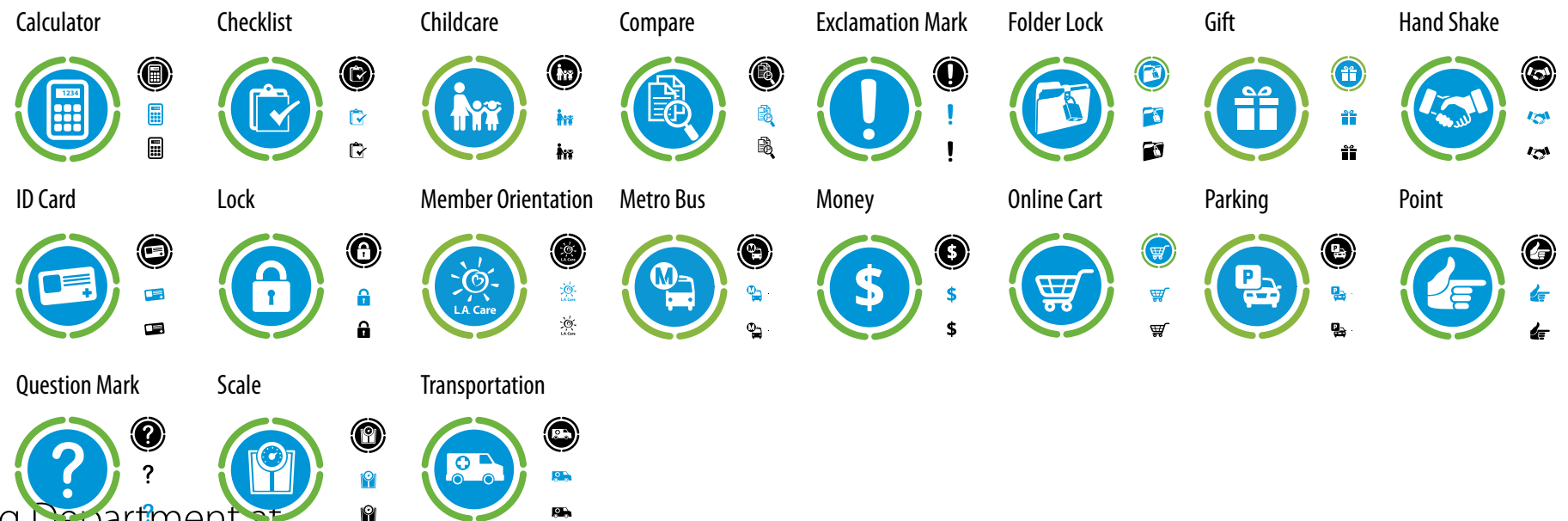
People / Emojis / Pharmacy



Healthy Lifestyle / Buildings



Symbols



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

L.A. CARE ASSETS: PHOTOGRAPHY

There are many opportunities to present images to express ideas, explain concepts, and support written communication. L.A. Care's brand 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.



L.A. Care's Personal Collection

L.A. Care's custom photography collection encompasses photography from different scenarios catered specifically to L.A. Care's population. Contact Marketing for access to this collection.



gettyimages.com - Royalty free

An online stock photography library found at **gettyimages.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>.



COLLATERAL TEMPLATES: BROCHURES

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

Booklet Brochure
Multi-page



Landscape
12-panel
(5 folds),
Roll-fold



Landscape
Trifold,
Roll-fold



Portrait, Trifold, Roll-fold



Landscape, 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"



Standard Postcards
Sizes vary

Folded Postcard
8.5" X 10" Open
8.5" X 5.5" Closed




Folded Postcard
8.5" X 10" Open
8.5" X 5.5" Closed



COLLATERAL TEMPLATES: SPONSORSHIP ADS


Full-Page Ads



L.A. Care Health Plan congratulates

Peter Richman, MD

*On his new role as the 144th President of the
Los Angeles County Medical Association*




www.lacare.org 1-888-4LA-CARE

Picture
Full color or B&W

Introduction

Copy


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




L.A. Care Health Plan
Proudly supports

ONEgeneration

*for their commitment to improving
the health of San Fernando Valley residents*




www.lacare.org 1-888-4LA-CARE



L.A. Care Health Plan
Salutes the

Valley Presbyterian Hospital

*for its commitment to improving the health
of Los Angeles County residents.*



www.lacare.org 1-888-4LA-CARE

Half-Page Ads




L.A. Care Health Plan
www.lacare.org
1-888-4LA-CARE

L.A. Care Health Plan congratulates

**2015 Honoree
Robert Margolis**

And salutes

Partners In Care Foundation

*For their commitment to providing high quality health care
across Southern California.*

COLLATERAL TEMPLATES: NEWSLETTERS

Below is an example of our Be Well member news publication. It is produced four times per year in English and Spanish, and mailed to L.A. Care Healthy Kids, Medi-Cal and PASC-SEIU members under 55 years old.

Spanish Version:
Front and Back

EN ESTE VOLUMEN:

- Evaluaciones de salud para promover la buena salud | 1
- Pregúntele al médico cómo lidiar con el estrés | 2
- El virus del Zika: lo que necesita saber | 3
- Lactancia materna: buena tanto para el bebé como para la madre | 4
- Un poco de información sirve de mucho | 5
- Infórmese sobre su cobertura | 6
- ¡Y mucho más!

VERANO 2016

be well

Una publicación para los miembros de L.A. Care

MARKETING DEPARTMENT

L.A. Care
HEALTH PLAN

POST TO:
U.S. POSTAGE
PAID
ANN ARBOR, MI
PERMIT NO. 288

Información sobre la salud, el bienestar o la prevención de enfermedades

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 711.

Arabic: طلبت خدمات ترجمة فورية لمعلومات وطبقات بديلة أو لمناقشة الأمر، اتصل بـ L.A. Care بـ 1.888.839.9909 أو رقم التماس 711.

American: Լինելուք անվճար թարգմանչական ծառայությունները խնայելու նաև հիվանդի կամ սրբազանի անվտանգությանը խնայելու համար, ցանկանալով L.A. Care 1.888.839.9909 կամ TTY 711 հետ խոսեցե՛ք լեզուներով:

Chinese: 如果您需要免費口譯服務，或需要您使用之語言版本或其他格式之資訊，請致電 L.A. Care，電話號碼是 1.888.839.9909 或 TTY 專線 711。

Farsi: جهت درخواست خدمات رایگان مترجم شفاهی، دریافت اطلاعات به زبان خودتان یا سایر فرمت ها، با ما تماس بگیرید. TTY 711 یا 1.888.839.9909

Hebrew: תוכלו לקבל שירותי תרגום חינם או מידע בשפתכם או בפורמט אחר, ללא תשלום. L.A. Care: 1.888.839.9909 או קו תמיכה 711.

Japanese: 無料通訳サービス、日本語又はその他の形式で情報をご希望の際は、L.A. Careにお電話、フリーダイヤル1.888.839.9909もしくはTTY 711までご連絡ください。

Khmer: បើអ្នកចង់សុំសេវាបកប្រែឥតគិតថ្លៃ ឬព័ត៌មានភាសាដទៃទៀត ឬព័ត៌មានក្នុងទម្រង់ផ្សេងៗទៀត សូមទូរស័ព្ទលេខ 1.888.839.9909 ឬ TTY 711

Korean: 무료 통역 서비스, 다른 언어 또는 다른 형식으로 된 자료가 필요하신 경우, L.A. Care 1.888.839.9909 또는 TTY 711번으로 문의하십시오.

Russian: Вы можете бесплатно воспользоваться услугами бесплатных услуг переводчиков, информацией на русском языке или в другом формате, позвонив в L.A. Care по номеру телефона 1.888.839.9909 или по бесплатному номеру 711.

Spanish: Para solicitar servicios de interpretación gratuitos o información en su idioma o en otro formato, llame a L.A. Care al 1.888.839.9909 o al 711 para TTY.

Tagalog: Upang humingi ng mga libreng serbisyo sa pag-ausaping-wika, impormasyon sa iyong wika o sa isa pang format, tumawag sa L.A. Care sa 1.888.839.9909 o TTY 711.

Vietnamese: Để yêu cầu dịch vụ thông dịch miễn phí, thông tin bằng ngôn ngữ của quý vị hoặc bằng một hình thức khác, vui lòng gọi L.A. Care tại số 1.888.839.9909, hoặc nếu dùng TTY, xin gọi 711.

La información sobre los beneficios proporcionada en este resumen breve no es una descripción completa de los beneficios. Es posible que se apliquen limitaciones, copagos y restricciones. Los beneficios pueden cambiar el 1° de enero de cada año. Para obtener más información, llame al Departamento de Servicios para los Miembros de L.A. Care al 1.888.839.9909 (TTY 711), las 24 horas del día, los 7 días de la semana, incluso los días festivos. Be Well es una publicación de noticias de L.A. Care para los miembros de L.A. Care Health Plan.

Si desea recibir la información de este boletín informativo en otro idioma o formato, llame a Servicio para los Miembros al 1.888.839.9909 (TTY 711), las 24 horas del día, los 7 días de la semana, incluso los días festivos.

Si desea recibir la información de este boletín informativo en otro idioma o formato, llame a Servicio para los Miembros al 1.888.839.9909 (TTY 711), las 24 horas del día, los 7 días de la semana, incluso los días festivos.

L.A. Care Health Plan se preocupa por su salud. Una parte importante de hacerse cargo de su salud es acudir a su médico para realizarse un examen físico y hablar sobre sus inquietudes de salud. A esto se le conoce como Evaluación de salud inicial (Initial Health Assessment, IHA). En esta cita, pídale a su médico un formulario llamado "Evaluación para mantenerse sano (Staying Healthy Assessment, SHA)". Completar este formulario le ayudará a su médico a conocer su estilo de vida e identificar cualquier problema de salud.

Si es nuevo en L.A. Care o se le asignó un nuevo médico, programe una consulta dentro de los primeros cuatro meses de su nueva cobertura de salud. Esta es una parte importante de su beneficio de Medi-Cal. Llame hoy mismo al consultorio de su médico para programar una cita!

be well

Member Newsletter - Be Well

English Version:
Inside Spread

Learn About Your Coverage

When you first join L.A. Care, and then every year after, you will get a package of important information about your health care coverage. Please read it and call us if you have any questions. You can visit L.A. Care's website at lacare.org for the information listed below and more:

Basic Information

- What benefits and services are covered
- What benefits and services are not covered
- How your health plan makes decisions about when new treatments will become benefits
- What care you can and cannot get when you are out of Los Angeles County or the L.A. Care network
- How to access care when you are out of Los Angeles County or the L.A. Care network
- How to change or get care from your primary care physician (PCP)
- How to get information about doctors
- How to get a referral for special care or to go to the hospital
- What to do when you need care right away or when the office is closed
- What to do if you have an emergency
- How to get prescriptions filled, other pharmacy program information and updates
- Co-payments and other charges
- What to do if you get a bill
- How to keep you and your family healthy guide
- How your health plan evaluates new technology to decide if it should be a covered benefit

Special Programs

L.A. Care has the following special programs:

- **Quality Improvement Programs** improve quality of care, safety, and services for our members. These programs measure our progress so that we can meet our goals and provide quality services and decide what we may need to change
- **Care Management Programs** for members who have difficult medical problems
- **Programs to better manage diseases**, like diabetes and asthma

How Decisions Are Made About Your Care

- How our doctors and staff make decisions about your care based only on need and benefits. We do not encourage doctors to provide less care than you need and doctors are not paid to deny care.
- How to reach us if you want to know more about how decisions are made about your care
- How to appeal a decision about your care

Member Issues

- Your rights and responsibilities as a health plan member
- How to complain when you are unhappy
- What to do if you are disenrolled from your plan
- How L.A. Care protects and uses your personal health information
- How to get help if you speak a different language

If you would like paper copies of your health care coverage, please call us at 1.888.839.9909 (TTY 711), 24 hours a day, 7 days a week and holidays.

Let's Choose Health Together!

The L.A. Care Family Resource Centers (FRCs) are *Your Centers for Health and Wellness!* Our FRCs are vibrant spaces for the community to come together and learn new skills. The Centers offer health education and exercise classes that are **free and open to everyone.** You and your family can take CPR, Dance, Healthy Cooking, Yoga classes and much more at your nearest center. L.A. Care members can attend a member orientation, request a member ID card, and get help choosing a doctor or making an appointment.

Visit a L.A. Care Family Resource Center today. For more information or to view our calendar of activities, visit lacare.org/frc or call 1.877.287.6290.

There are four FRCs conveniently located throughout Los Angeles County:

- Boyle Heights (The Wellness Center at The Old General Hospital)
- Inglewood (Corner of Century & Crenshaw)
- Lynwood (Plaza Mexico)
- Pacoima (Corner of San Fernando Rd. & Van Nuys)

Visit a L.A. Care Family Resource Center today. For more information or to view our calendar of activities, visit lacare.org/frc or call 1.877.287.6290.

Looking for New L.A. Care Volunteers!

You can be a voice to help L.A. Care meet the needs of the neighborhoods we serve. We are seeking new people to help with our Regional Community Advisory Committees (RCACs).

RCAC members bring the voice of their communities to L.A. Care's Board of Governors, which guides programs for over 2 million members. L.A. Care invites people over 18 years of age of many backgrounds to volunteer and encourages seniors and people with disabilities to be part of RCAC. For more information, please call 1.888.522.2732, Monday – Friday, 8 a.m. – 5 p.m.

L.A. Care Works for You

At L.A. Care, we inform, educate, and engage our members. We want to empower YOU to be well and happy with your health care. We reach more than 2 million members through mail, email, phone, websites, newsletters, and even through your doctor!

Let us help you with your health care when and how you need it. Call us at 1.888.839.9909 (TTY 711) 24 hours a day, 7 days a week and holidays. Also, visit our website and member portal at lacare.org.

Important Phone Numbers

Do you have questions about your health plan or your benefits? Call your health plan directly or call L.A. Care Health Plan.

L.A. CARE:
L.A. Care Health Plan & L.A. Care Healthy Kids (0-5)
1.888.839.9909 (TTY 711)
24 hours a day, 7 days a week and holidays

L.A. Care's Nurse Advice Line
(for non-emergency medical advice)
1.800.249.3619 (TTY 711)
24 hours a day, 7 days a week and holidays

L.A. Care Family Resource Centers
(Your Centers for Health and Wellness)
1.877.287.6290
L.A. Care Covered™
1.855.270.2327
L.A. Care Compliance Helpline
(for non-emergency medical advice)
1.800.400.4889
24 hours a day, 7 days a week and holidays

L.A. Care Language/Interpreter Services
1.888.839.9909 (TTY 711)
24 hours a day, 7 days a week and holidays

CareList: 1.800.609.4166
(TTY 1.800.735.2929)
Kaiber: 1.888.576.6225

OTHERS:
LiquorCare (for Care Medi-Ride to the Doctor)
1.877.244.2358 (TTY 1.800.735.2929)
1.866.529.2141 (Spanish) 1.866.529.2142
24 hours a day, 7 days a week

MEDI-CAL PLAN PARTNERS:
Anthem Blue Cross: 1.888.285.7801
Care1st Health Plan: 1.800.605.2556
Kaiser Permanente: 1.800.464.4000
Beacon Health Strategies (Behavioral Health Care)
1.877.244.2358 (TTY 1.800.735.2929)
beaconhs.com 24 hours a day, 7 days a week

Plan Partners' Nurse Advice Lines
(for non-emergency medical advice)
Anthem Blue Cross: 1.800.224.0336
(TTY 1.800.368.4424)

IN CASE OF EMERGENCY, CALL 911

6 | BE WELL SUMMER 2016

IN THIS ISSUE:

- Health Assessments to Promote Good Health | 1
- Ask the Doc: Coping With Stress | 2
- Zika Virus: What You Need to Know | 3
- Breastfeeding: Good for Baby, Good for Mother | 4
- A Little Information Goes a Long Way | 5
- Learn About Your Coverage | 6
- And More!

SUMMER 2016

be well

A Publication for L.A. Care Members

MARKETING DEPARTMENT

L.A. Care
HEALTH PLAN

POST TO:
U.S. POSTAGE
PAID
ANN ARBOR, MI
PERMIT NO. 288

Health and wellness or prevention information

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 711.

Arabic: طلبت خدمات ترجمة فورية لمعلومات وطبقات بديلة أو لمناقشة الأمر، اتصل بـ L.A. Care بـ 1.888.839.9909 أو رقم التماس 711.

American: Լինելուք անվճար թարգմանչական ծառայությունները խնայելու նաև հիվանդի կամ սրբազանի անվտանգությանը խնայելու համար, ցանկանալով L.A. Care 1.888.839.9909 կամ TTY 711 հետ խոսեցե՛ք լեզուներով:

Chinese: 如果您需要免費口譯服務，或需要您使用之語言版本或其他格式之資訊，請致電 L.A. Care，電話號碼是 1.888.839.9909 或 TTY 專線 711。

Farsi: جهت درخواست خدمات رایگان مترجم شفاهی، دریافت اطلاعات به زبان خودتان یا سایر فرمت ها، با ما تماس بگیرید. TTY 711 یا 1.888.839.9909

Hebrew: תוכלו לקבל שירותי תרגום חינם או מידע בשפתכם או בפורמט אחר, ללא תשלום. L.A. Care: 1.888.839.9909 או קו תמיכה 711.

Japanese: 無料通訳サービス、日本語又はその他の形式で情報をご希望の際は、L.A. Careにお電話、フリーダイヤル1.888.839.9909もしくはTTY 711までご連絡ください。

Khmer: បើអ្នកចង់សុំសេវាបកប្រែឥតគិតថ្លៃ ឬព័ត៌មានភាសាដទៃទៀត ឬព័ត៌មានក្នុងទម្រង់ផ្សេងៗទៀត សូមទូរស័ព្ទលេខ 1.888.839.9909 ឬ TTY 711

Korean: 무료 통역 서비스, 다른 언어 또는 다른 형식으로 된 자료가 필요하신 경우, L.A. Care 1.888.839.9909 또는 TTY 711번으로 문의하십시오.

Russian: Вы можете бесплатно воспользоваться услугами бесплатных услуг переводчиков, информацией на русском языке или в другом формате, позвонив в L.A. Care по номеру телефона 1.888.839.9909 или по бесплатному номеру 711.

Spanish: Para solicitar servicios de interpretación gratuitos o información en su idioma o en otro formato, llame a L.A. Care al 1.888.839.9909 o al 711 para TTY.

Tagalog: Upang humingi ng mga libreng serbisyo sa pag-ausaping-wika, impormasyon sa iyong wika o sa isa pang format, tumawag sa L.A. Care sa 1.888.839.9909 o TTY 711.

Vietnamese: Để yêu cầu dịch vụ thông dịch miễn phí, thông tin bằng ngôn ngữ của quý vị hoặc bằng một hình thức khác, vui lòng gọi L.A. Care tại số 1.888.839.9909, hoặc nếu dùng TTY, xin gọi 711.

The benefit information provided is a brief summary, not a complete description of benefits. Limitations, co-payments, and restrictions may apply. Benefits may change on January 1 of each year. To learn more, please call Member Services at 1.888.839.9909 (TTY 711), 24 hours a day, 7 days a week, and holidays.

Be Well is a member news publication by L.A. Care for members of L.A. Care's Health Plan.

If you would like the information contained in this newsletter in another language or another format, please call Member Services at 1.888.839.9909 (TTY 711), 24 hours a day, 7 days a week including holidays.

L.A. Care
HEALTH PLAN

lacare.org

For a Healthy Life

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06/16/2016_LAC_BeWell_Newsletter

COLLATERAL TEMPLATES: NEWSLETTERS

Spanish Version:
Front and Back

live well OTOÑO 2016

Una publicación para miembros de la tercera edad y miembros con necesidades especiales de L.A. Care

Information sobre la salud y el bienestar y la prevención de enfermedades

MARKETING DEPARTMENT
L.A. Care HEALTH PLAN

EN ESTE VOLUMEN:
 • Ya está disponible el servicio de interpretación remota por video! | 1
 • Pregúntele al médico cómo mantener su diabetes controlada! | 2
 • Las pruebas de detección de cáncer colorrectal salvan vidas! | 3
 • Apoyo para los cuidadores de los Servicios de Asistencia en el Hogar | 4
 • Cuida sus necesidades de salud mental! | 5
 • Pasos para combatir la gripe! | 6
 • ¡Y mucho más!

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 711.

Arabic: لتطلب خدمات ترجمة فورية مجانية، ومعلومات بلديك أو بتسليم آخر، اتصل بـ L.A. Care على الرقم 1.888.839.9909 أو رقم التيسر 711.

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EN CASO DE EMERGENCIA, LLAME AL 911

Below is an example of our Live Well member news publication. It is produced four times per year in English and Spanish, and mailed to all L.A. Care CMC members and members with disabilities and/or over 55 years old.

live well

Member Newsletter - Live Well

English Version:
Inside Spread

Encuentre su motivo para dejar de fumar definitivamente

El evento Great American Smokeout es el 17 de noviembre. En ese día, L.A. Care y la Sociedad Americana del Cáncer lo invitan a encontrar un motivo para dejar de fumar definitivamente. Cualquiera puede hacerlo. Comience a prepararse ahora mismo. El éxito empieza encontrando un motivo que sea importante para usted. Estas son excelentes razones para dejar de fumar:

- sentirse mejor, tener más energía y respirar con más facilidad
- reducir el riesgo de enfermarse
- tener dientes más blancos y una boca más saludable
- percibir mejor el sabor y el aroma de la comida
- mejorar la salud de la gente a su alrededor
- dar a su bebé el mejor comienzo si está embarazada
- ahorrar hasta \$1,900 al año! (basado en fumar un paquete al día al precio de \$5 por paquete)

La Línea de Ayuda para Fumadores de California es un servicio gratuito de asesoría por teléfono que puede ayudarle a dejar de fumar. Llame al 1.800.NO.BUTTS (1.800.662.8887) para obtener más información. L.A. Care cubre también los medicamentos si siente que necesita ayuda para dejar de fumar. Llame a su médico para obtener una receta.

Estará dando un paso importante hacia una vida más saludable. Hoy es el día en el que los exfumadores ganan.

Tiempo de espera para las citas

¿Sabía usted que L.A. Care debe cumplir la Ley de Acceso Oportuno del Departamento de Atención Médica Administrada (Department of Managed Health Care, DMHC) de California y que tiene reglas sobre cuánto tiempo debería esperar para obtener una cita con el médico? Las citas deben ofrecerse de acuerdo con los planes que se mencionan a continuación.

Es posible que algunos planes de servicios de atención médica estén exentos de estas normas. Para obtener más información, llame al Centro de Ayuda (Help Center) del DMHC al 1.888.466.2219.

¿Qué sucede si necesito obtener asesoramiento médico cuando el consultorio de mi médico está cerrado?

Puede obtener asesoramiento médico cuando el consultorio de su médico esté cerrado y en fines de semana o días feriados.

Los médicos de L.A. Care deben estar disponibles, o tener a alguien disponible, para ayudarle en cualquier momento.

Si necesita comunicarse con su médico cuando el consultorio esté cerrado, llame al número telefónico del consultorio de su médico. Un médico o un enfermero deberá regresarle la llamada en un lapso de 30 minutos. Siga sus instrucciones.

Si tiene problemas para ponerse en contacto con su médico, llame a la Línea de Enfermería de L.A. Care al 1.800.249.3619 (TTY 711) las 24 horas del día, los 7 días de la semana. Un enfermero está disponible para hablar sobre su atención médica. Sin embargo, si tiene una emergencia médica y necesita ayuda de emergencias más cercana.

Si no logra obtener una cita oportuna en su área porque no hay proveedores suficientes, su plan de salud debe ayudarle a conseguir una cita con un proveedor correspondiente.

Pasos para combatir la gripe

¡La temporada de gripe ya llegó! Reciba una vacuna GRATUITA contra la gripe para evitar enfermarse. Es sencillo. Vaya a ver a su médico y enséñele su tarjeta de identificación para miembro de L.A. Care. ¿Tiene alguna pregunta? Llame al 1.888.839.9909 (TTY 711).

¡Vacínese contra la gripe!

Lávese las manos. Evite estar en contacto con personas enfermas.

Erite tocarse. Cuando tosa y estornude, cúbrase con la manga.

Haga ejercicio. Coma de manera saludable.

Duerma bien. Evite estar en contacto con personas enfermas.

Médico + vacuna contra la gripe = protección para usted y su familia!

Números telefónicos importantes

¿Tiene alguna pregunta sobre su plan de salud o sus beneficios? Llame directamente a su plan de salud o llame a L.A. Care Health Plan.

L.A. CARE
 L.A. Care Health Plan y Healthy Kids (para niños de 0 a 5 años de edad)
 1.888.839.9909 (TTY 711) Las 24 horas del día, los 7 días de la semana, incluso los días festivos.
 L.A. Care Cal MediConnect
 1.888.522.1298 (TTY 1.888.212.4460) Las 24 horas del día, los 7 días de la semana, incluso los días festivos.
 Centros de Recursos Familiares de L.A. Care (Sus Centros de Salud y Bienestar)
 L.A. Care Covered™
 1.877.287.6290
 1.855.270.2327

PLANES ASOCIADOS DE MEDI-CAL:
 Línea de Ayuda de Cumplimiento de L.A. Care (para denunciar casos de fraude o abuso)
 1.800.464.4000
 Líneas de Enfermería de Planes Asociados (para recibir asesoramiento médico en situaciones que no son de emergencia)
 Anthem Blue Cross: 1.800.224.0336 (TTY 1.800.368.4424)
 Carelist: 1.800.609.4166 (TTY 1.800.735.2925)
 Rais: 1.866.576.6225

OTROS:
 LegistCare (Medi-Ride, transporte sin costo al médico) 1.866.529.2141 (Español) 1.866.529.2142
 Las 24 horas del día, los 7 días de la semana
 Beacon Health Strategies (asistido para los tramites de la conducta)
 1.877.344.2858 (TTY 1.800.735.2929)
 beaconhs.com Las 24 horas del día, los 7 días de la semana

EN CASO DE EMERGENCIA, LLAME AL 911

live well FALL 2016

A Publication for L.A. Care's Senior and Special Needs Members

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Final fold for mailing

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

COLLATERAL TEMPLATES: NEWSLETTERS

Below is an example of our Stay Well member news publication. It is produced four times per year in English and Spanish, and mailed to L.A. Care Covered and L.A. Care Covered Direct members.

Spanish Version:
Front and Back

L.A. Care Covered
Para todo L.A.

1055 West 7th Street
Los Angeles, CA 90017

En esta edición
¡Recompensas por llevar una vida sana! 1
El asma y las alergias 2
¿Qué son los costos de bolsillo? 2

LINEA DE ENFERMERÍA 3
Pregúntele al médico 3
L.A. Care Connect™ 4
L.A. Care Health Plan 4

HEALTHY L.A. CARE
STAY WELL
PAID
ANALIM, CA
PERMIT No. 288

PRIMAVERA 2016

stay well

Un boletín informativo para los miembros de L.A. Care Covered™

¡Gane recompensas por llevar una vida sana!

¡L.A. Care ahora ofrece recompensas a quienes toman medidas para mejorar su salud! Las elecciones saludables se recompensan con puntos que pueden canjearse por tarjetas de regalo de cualquiera de las tiendas minoristas que usted elija. El nuevo programa de recompensas está disponible a través del sitio de bienestar *My Health In Motion™* de L.A. Care Connect™.

En el sitio *My Health In Motion™*, encontrará herramientas personalizadas como recetas y planes de comidas, consejos y videos para hacer ejercicio físico, y talleres interactivos en línea sobre temas como el manejo de estrés, los dolores de cabeza y el asma. Incluso puede trabajar en forma individual con un consejero de salud certificado y hacerle preguntas a un dietista o entrenador personal.

Estas son algunas formas de ganar puntos que pueden canjearse por tarjetas de regalo: (1 punto = \$1)

- Complete su encuesta de Evaluación de la Salud – **40 puntos**
- Inscribese en el Programa de Asesoramiento de Salud, establezca sus metas e informe sus avances – **25 puntos**
- Complete un taller en línea de seis semanas para dejar de consumir tabaco o para controlar el peso – **75 puntos**

Para comenzar, ingrese en lacare.org/es y haga clic en "Member Sign In" (Inicio de sesión para miembros). Inicie una sesión y luego haga clic en la solapa "My Health In Motion". Inicie su perfil, complete su Evaluación de la Salud (y gane puntos para tarjetas de regalo).

Para poder ganar recompensas, debe tener al menos 18 años, debe estar inscrito en L.A. Care Covered™ y debe estar al día con el pago de sus primas. El programa de recompensas de My Health In Motion™ puede modificarse o cancelarse en cualquier momento, con un previo aviso a la entera discreción de L.A. Care.

lacare.org/es | 1.855.270.2327

stay well

Member Newsletter - Stay Well

English version:
Inside Spread

Asthma and Allergies Go Hand-In-Hand

Spring is in the air and so are seasonal allergens. Although asthma and allergies are not the same thing, they often go hand-in-hand. Asthma is a disease of the lungs which makes it hard to breathe. An allergy is when the body reacts to something harmless like the family pet or dust. How can you tell them apart?

Allergies feel like this:

- Itchy, runny or stuffy nose
- Sneezing
- Itchy, red or watery eyes
- Headaches

Allergies do not cause asthma. You can have one without the other. But allergies can make asthma symptoms worse. How does this happen? With an allergy, the body's immune system thinks it is being attacked. It tries to fight back by making antibodies—the cells which fight germs. For some people, this response also affects the lungs. This is called allergic asthma. Pollen, dust mites, and pet dander are common triggers.

Asthma feels like this:

- Coughing
- Wheezing or noisy breathing
- Tightness in the chest
- Tiredness

Having an asthma action plan helps you manage your asthma. It also tells you what to do when you're having asthma symptoms. Talk to your doctor if you do not have an asthma action plan.

If you have questions about asthma, please call L.A. Cares About Asthma® at 1.888.200.3094 (TTY/TDD 711) Monday through Friday, 8 a.m. to 4 p.m.

L.A. Cares About Asthma® is a national award-winning program that is available to L.A. Care Covered™ members to help them learn how to control their asthma.

Got L.A. Care Covered™? Use the Nurse Advice Line

You may have questions about your health that may be quickly answered by our Nurse Advice Line staff. Our nurses are on call 24 hours a day, 7 days a week. They are available to offer advice about self-care at home for a sickness or injury, urgent care after your doctor's office closes, or provide information about medications.

Talk With a Nurse on the Phone
When you call the Nurse Advice Line, please have your L.A. Care Covered™ member ID card handy. You will be asked about your health concerns so you can speak to a nurse who will give you health advice to meet your specific needs. To reach the Nurse Advice Line, call 1.800.249.3619 (TTY/TDD 711).

Chat With a Nurse Online
You now have the option of getting real-time access to medical advice. Visit lacare.org and click the "Member Sign In" at the top of the page. Sign in and click on the "Chat With a Nurse" icon to begin asking questions. Note: This service should only be used for non-emergency situations.

Ask the Doctor: STRESS

Q: What is stress?
A: Stress is the body's physical and mental reaction to a situation or event. It is a normal and healthy reaction to change or a challenge. A little bit of stress may help us stay motivated and perform well on tasks. However, stress that is chronic (long-term) can be harmful to your health and relationships.

Q: How do I recognize stress?
A: Everyone reacts differently to stress. Some symptoms may include headaches, muscle tension, sleep problems and stomach upset. Know your own signs and symptoms of stress.

Q: How can I manage stress?
A: Plan and Prepare For example, if you cannot be late for an appointment the next day, you can plan and prepare to make sure you get there earlier or on time.

Live Healthy Eat healthy foods that include vegetables, fruits, whole grains, low-fat dairy and lean protein. Get 30 minutes of moderate exercise on most days of the week. Get 7-8 hours of sleep every night.

Think Differently Change negative thoughts to positive ones.

Relaxation Activities Do activities that are relaxing to you, like reading, playing an instrument, or gardening.

Seek Support and Help If you feel like your stress is unmanageable, schedule an appointment to talk to your doctor. Your doctor's name and phone number are on your member ID card. If you need help scheduling your appointment or you would like to change your PCP, call Member Services at 1.855.270.2327 (TTY/TDD 711).

L.A. Care Covered
For All of L.A.

1055 West 7th Street
Los Angeles, CA 90017

HEALTHY L.A. CARE
STAY WELL
PAID
ANALIM, CA
PERMIT No. 288

In this issue

Rewards for Healthy Living! ... 1	Nurse Advice Line 3
Asthma and Allergies 2	Ask the Doctor 3
What Are Out-Of-Pocket Costs? 2	L.A. Care Connect™ 4
	L.A. Care Health Plan 4

Final fold for mailing

Create Your Member Account on L.A. Care Connect™

You will be able to pay your monthly premium online, view eligibility and benefits, request a new member ID card, change your doctor and much more!

Simply follow these steps:

1. Visit lacare.org
2. Click the "Member Sign In" icon at the top of the page
3. Select "Create an Account" and follow the instructions.

About L.A. Care Health Plan

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 since 1997 through a variety of health coverage programs including L.A. Care Covered™, Medi-Cal, L.A. Care Cal MediConnect Plan, L.A. Care's Healthy Kids 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 1.8 million members, L.A. Care is the nation's largest publicly operated health plan.

COLLATERAL TEMPLATES: NEWSLETTERS

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

Front and Back

L.A. Care
HEALTH PLAN

1055 West 7th Street, 10th Floor
Los Angeles, CA 90017
lacare.org
lacarecovered.org

Post Std
U.S. POSTAGE
PAID
Anaheim, CA
Permit No. 288

Progress Notes

SUMMER 2016 • VOLUME 12 • ISSUE 3

Distribution

- Doctor
- Office Manager
- Receptionist
- Back Office
- Billing

Progress Notes

A NEWSLETTER FOR OUR PHYSICIAN PARTNERS

In this issue

- 01 New Mark with Meaningful Use EHRs
- 03 Medi-Cal Renewal Serves a Diverse Population
- 04 L.A. Care Health Plan Serves a Diverse Population
- 07 Antelope Valley Providers Support L.A. Care Members

News Alert

L.A. Care Reaches New Mark: 3,000 Primary Care Providers at Meaningful Use With Electronic Health Records

A project of L.A. Care, HITEC-LA helps L.A. County small practices and clinics switch from paper files to electronic records to support better patient care

L.A. Care's HITEC-LA achieved its program goal of helping 3,000 eligible primary care providers reach Meaningful Use with Electronic Health Records, EHRs. Since 2010, HITEC-LA has worked with more than 5,800 L.A. County health care providers. Providers using EHRs can expand the capabilities of their practices, leading to improved clinical quality, lower costs and better patient experience.

"As more providers reach Meaningful Use, we are confident that we are moving the needle for our vulnerable communities," said L.A. Care Health Plan CEO John Baakes. "Ultimately, an improvement in efficiency, care coordination and patient engagement will lead to better health outcomes."

HITEC-LA will continue to offer EHR technical assistance to eligible L.A. County Medi-Cal providers. Recently, HITEC-LA was awarded a three-year \$10.8 million contract from the California Department of Health Care Services to help more than 2,000 Medi-Cal providers continue Meaningful Use.

Through HITEC-LA, L.A. Care is able to offer safety net providers the same health IT resources available to private providers, which enhances their ability to serve some of the most vulnerable patients in the county.

HITEC-LA belongs to the network of Regional Extension Centers across the country formed under the 2009 Federal Health Information Technology for Economic and Clinical Health (HITECH) Act. In addition to developing Regional Extension Centers, the HITECH Act also created the Medicare and Medicaid EHR Incentive Programs, which provide incentive payments to eligible professionals as they adopt, implement, upgrade or demonstrate Meaningful Use of certified EHR technology.

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 emailed exclusively to network providers. Get important updates on incentives, initiatives, HIT and relevant L.A. Care news. Progress Notes is also available electronically. Visit lacare.org and click on the "Provider Newsletters" section to e-subscribe today!

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- Facts on Chronic Opioid Use 10

progress notes

Provider Newsletter - L.A. Care News

Inside Spread

Vital Signs

L.A. Care Health Plan Serves a Diverse Population

Quality health care depends upon good communication between the physician and the patient. This is especially true for patients whose primary language is not English. Ineffective communication about symptoms and treatment can result in misdiagnosis, inappropriate treatment or medical errors. L.A. Care members speak many languages, as indicated below in the Membership by Language graphs.

As you deliver quality care to your multi-ethnic patient population, remember that family and friends should not serve as interpreters, especially minors. If a patient refuses to use an interpreter, please document this in their medical record. Interpreter request/refusal labels are available at lacare.org. Select the "For Providers" tab and the labels will be found under "Provider Forms." Please review the updated C&I Provider Tool Kit to assist you in serving L.A. Care's diverse membership. For free in-person interpreting services for members, including American Sign Language, contact Member Services at 1.888.839.9909 at least five business days prior to the patient's appointment. Telephonic interpreters are available 24 hours a day for L.A. Care members at 1.888.930.3031.

MCLA Membership by Language

SPANISH	26.94%
ENGLISH	62.80%
ARMENIAN	2.87%
CHINESE	2.55%
KHMER	2.2%
KOREAN	1.34%
FARSI	0.1%
RUSSIAN	40%
OTHER	3.08%
NOT INDICATED	1.92%
VIETNAMESE	62%
ARABIC	16%
TAGALOG	38%

LACC Membership by Language

SPANISH	23.51%
ENGLISH	63.67%
ARMENIAN	2.4%
KHMER	1.3%
KOREAN	1.79%
FARSI	12.1%
RUSSIAN	12.1%
OTHER	10.42%
NOT INDICATED	9.27%
VIETNAMESE	50%
ARABIC	19%
TAGALOG	15%
VIETNAMESE	94%
ARABIC	66%

Patient Adherence Tips

L.A. Care recently conducted member focus groups on preventive care for children. Members shared that they valued their doctor's opinion first, above all others, and were mostly likely to adhere to recommendations that came directly from their physician. Tips shared for increasing appointment attendance included:

- Scheduling the next well-child appointment at the end of the visit.
- Giving patients a reminder card with the date and time of their next appointment.
- Calling, texting, or mailing a reminder within a few days of the appointment. Members did not prefer one modality over the other.

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COLLATERAL TEMPLATES: PRESENTATIONS, FLYERS AND LETTERHEADS

All templates can be accessed on the L.A. Care Intranet by navigating to http://insidelac/marketing_tools. 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>.



INSIDELAC MARKETING TOOLS

As referenced throughout this guide, the Marketing department has a resource center that is located in L.A. Care's intranet (insidelac), called Marketing Tools.

You can navigate to Marketing tools via the main menu from anywhere on the intranet. Simply go to "Our Tools & Services", and from there select "Marketing Tools" from the drop down.

Within Marketing Tools, you can find all available Office templates, logos and corporate identity reference materials.

L.A. CARE MARKETING STYLE GUIDE

BRAND IDENTITY/PERSONALITY

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, Marketing Communications Specialist, Sales and Marketing. Your feedback is welcome.

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.

Our communication materials should support our brand and build our reputation.

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:

West 43rd Street, K Street Northwest.

WRITING STYLE GUIDELINES

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.



Norm Rodgers (left) and Milton Hall at the 8th Annual Youth Summit, 2007



*Left to right:
Vanessa Williams, MD, June DeLuca, MD,
and Vito Corleone, MD*



*Left: Rudolfo Valentino, Chairman; center,
Jane Korimatsu, MD; right, Everett Dirkson,
MD;
and far right, Anthony Quinn, Vice Chairman*

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.

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).

WRITING STYLE GUIDELINES CONT.

Asterisks*

Do not leave any space between the superscript figure and the preceding word. If a punctuation mark follows the word, place the superscript figure immediately after the punctuation mark.

e.g. ...the end of a sentence that is a command or a statement.*

Copyright

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

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

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?”

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

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.

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

WRITING STYLE GUIDELINES CONT.

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:

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.

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.

Lists

Generally, introduce a vertical list with a complete sentence, followed by a colon. List items

WRITING STYLE GUIDELINES CONT.

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.*

When making a bulleted or numbered list, be sure that capitalization, punctuation and structure are consistent. If items in a list are complete sentences, end each one with appropriate punctuation.

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

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 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.

WRITING STYLE GUIDELINES CONT.

Readability can be affected by this. Contact Cultural & Linguistics for more information.

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 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.

Add space after the numeral.

And/Or

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

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



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 per member per month basis (pmpm).

Caregiver

One word.

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 [cms.hhs.gov](https://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.



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- Has been referred to as data.*

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. ([dhcs.ca.gov](https://www.dhcs.ca.gov))

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. [dmhc.ca.gov](https://www.dmhc.ca.gov).

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

A TO Z GUIDELINES

Direct Line of Business (DLOB)

The programs administered by L.A. Care directly under the brand names: L.A. Care Covered, L.A. Care Covered Direct, L.A. Care Cal MediConnect, L.A. Care Medi-Cal, L.A. Care Healthy Families and L.A. Care PASC-SEIU.

These programs are not part of the Plan Partner network.

Dual Eligibles

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*.

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

F

Family Resource Center (FRC)

Centros de Recursos Familiar

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.

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.

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.



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.).



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

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

Preferred

confined to a wheelchair *uses a wheelchair*

disabled person *person with (who has) a disability*

the disabled *people with disabilities*

the mentally ill *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)

A TO Z GUIDELINES

P

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

- 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

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)

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.

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.



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®.
- 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.

A TO Z GUIDELINES

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, **lacare.org, should be used on most collateral and always bolded. If in doubt, check with the Marketing Manager or Assistant Marketing Manager.

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.

Well-being

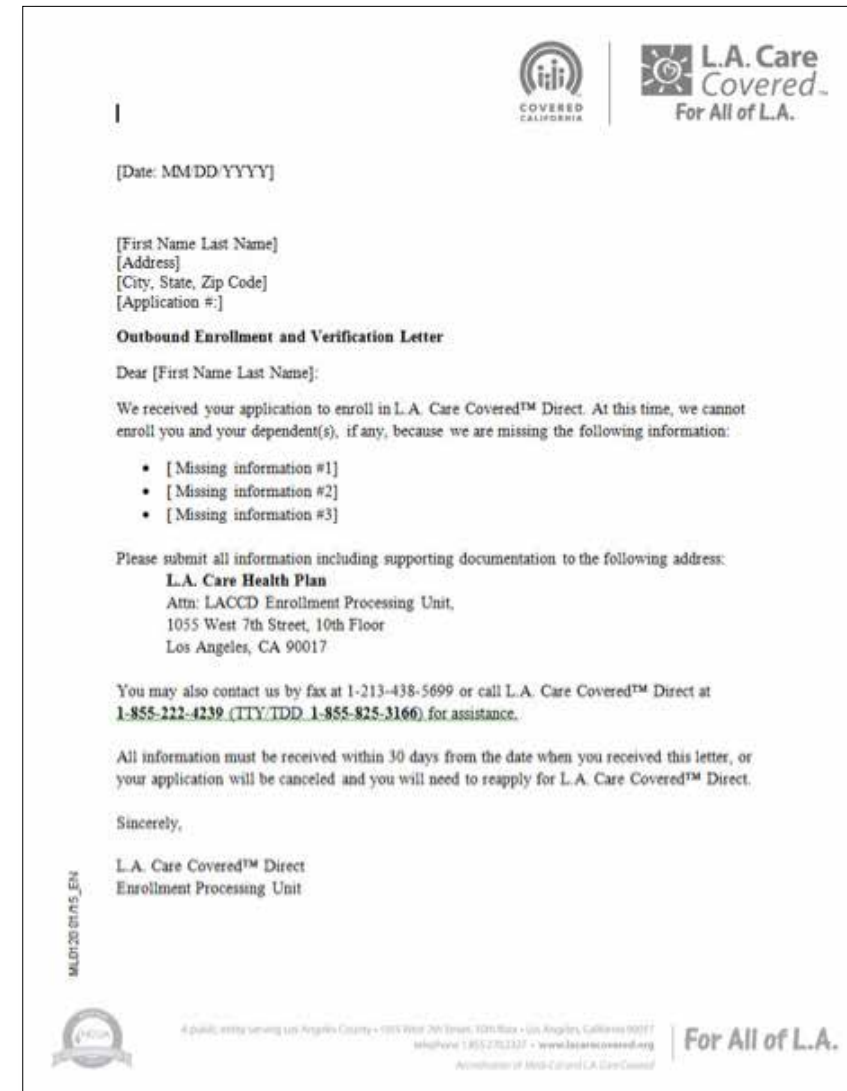
Well-child visit

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.
- PCNs should always be slightly above the footer and **NEVER** altered.
- Letter templates should **NEVER** be altered for any reason.



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.

COMMON ACRONYMS

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

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

IPA	Independent Practice Association
JCAH	Joint Commission of Accredited Hospitals
JCAHO	Joint Commission of Accreditation of Healthcare Organizations
JOM	Joint Operational Meeting
LCSW	Licensed Clinical Social Worker
LHPC	Local Health Plans of California
LI	Local initiative
LIS	Low Income Subsidy
LOA	Letter of Agreement
LOB	Line of Business
LTSS	Long Term Support Services
MAC	Maximum Allowable Cost
MCLA	L.A. Care Medi-Cal Direct
MCMC	Medi-Cal Managed Care
MOU	Memorandum of Understanding
MPA	Master of Public Administration
MPH	Master of Public Health
MRMIB	Managed Risk Medical Insurance Board
MSO	Management Services Organization
NCQA	National Committee on Quality Assurance
NOPP	Notice of Privacy Practices
NMA	National Medical Association
OHI	Oral Health Initiative

QHP	Qualified Health Plan
P4P	Pay for Performance
PAG	Physician Advisory Group
PCN	Project Control Number
PCP	Primary Care Physician
PMPM	Per Member Per Month
POS	Point-of-Service
PPG	Preferred Provider Group
PNO	Provider Network Operations
PPO	Preferred Provider Organization
RA&C	Regulatory Affairs & Compliance
RCAC	Regional Community Advisory Committee
Rx	Prescription
SCHIP	State Children's Health Insurance Program (HFP in California)
SNP	Special Needs Plan
SPD	Seniors and People with Disabilities
SSI	Supplemental Social Income
UM	Utilization Management
WIC	Women, Infants, and Children Program
RA&C	Regulatory Affairs & Compliance
RCAC	Regional Community Advisory Committee
Rx	Prescription
WIC	Women, Infants, and Children Program