



## WellCare Marketing Regulations: Site-Based Marketing Tool

Sites and Locations	No Marketing Allowed	Allowable Activities		
		Educational	Formal	Informal
Adult Foster Care Home	X			
Adult Day Care Center	X			
Skilled Nursing Facility/Nursing Home	X			
Assisted Living Facility	X			
Halfway House or Group Home	X			
State Home or Facility for Mentally Disabled	X			
VA Hospital	X			
Federal, State or local Gov't Facility/Office/Building (e.g. SPAP, HUD, SSA, Family Services, access centers)	X			
Gambling Locations (Excluding bingo)	X			
Anywhere medical services are provided or disbursed (pharmacy, Dr's office, etc.)	See Provider Based Mktg Tool	See Provider Based Mktg Tool	See Provider Based Mktg Tool	See Provider Based Mktg Tool
Food Pantries/Soup Kitchens (free food) <sup>-a &amp; c</sup>		X	X	X
Low income housing (e.g. Section 8, HUD) <sup>-a</sup>		X	X	X
Senior Centers		X	X	X
Low income Grocery Store (discounted or subsidized food)		X	X	X
VFW or Veteran's Social Clubs		X	X	X
Senior Assistance Sites (Council on Aging)		X	X	X
Rehabilitation Facilities <sup>-b</sup>		X	X	X
Faith-based Organization Sites		X	X	X
Retail outlets <sup>-b</sup>		X	X	X
Street Marketing, Table and Chairs, Festivals, Parades, Fairs				X
Locations hosting Health Fairs or Health Expos	See Event Definition Tool			

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a – Considered “Vulnerable Population Sites”; An Event Authorization Form is *required* to hold any type (e.g. Educational or Formal) of event

b– If this site is in any way involved in or houses medical services (e.g. pharmacy, physician office, health screening, etc) refer to the “Provider-Based Marketing Tool”

c – Represents POSSIBLE marketing activities. See “Event Definition Tool” for details, requirements and restrictions related to allowable marketing events for a given site/circumstance