



**CABINET FOR HEALTH AND FAMILY SERVICES
DEPARTMENT FOR MEDICAID SERVICES**

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Audrey Tayse Haynes
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June 20, 2014

Jennifer Coleman
Humana CareSource Health Plan
101 South 5th Street
Louisville, KY 40202

Re: HCS2014UM-1

Dear Ms. Coleman,

This letter is in response to your correspondence dated June 11, 2014 concerning unauthorized marketing materials. The Department has reviewed your plan and finds it acceptable to correct the problem. Keep in mind that even though, as your letter states, the violation was committed by an outside vendor, Humana remains responsible for any actions taken on your behalf. I urge you to inform them of all marketing regulations and to monitor them for compliance.

I appreciate Humana's quick response to the situation. I will be available for any questions you may have concerning this matter.

Sincerely,

Thomas McMahan
Senior Policy Advisor
Managed Care Oversight
Department for Medicaid Services

cc: Lawrence Kissner, Commissioner, Department of Medicaid Services
Lee A. Guice, Director of Policy and Operations, Department of Medicaid Services

Christina Heavrin, General Counsel, Cabinet for Health and Family Services
Elizabeth Justus, Managed Care Oversight, Department for Medicaid Services