



June 11, 2014

Thomas McMahan  
Senior Policy Advisor  
Division of Policy and Operations  
Department of Medicaid Services  
275 East Main Street 6W-A  
Frankfort, KY 40621

Re: HCS2014UM-1

Dear Mr. McMahan,

Please allow this email to provide detail regarding the letter dated May 27<sup>th</sup>, 2014 that alleges Humana-CareSource ("HCS") is out of compliance with the Managed Care Contract.

On April 8<sup>th</sup> HCS's marketing vendor, The Ohlmann Group ("Ohlmann"), bought marketing space from the Bowling Green transit system, GO BG. The purchase was for 15 buses to display HCS's approved "no copay" transit sign for the period of May 1<sup>st</sup> through July 31<sup>st</sup>. Initially HCS was not made aware by GO BG that the 15 busses included Glasgow Senior Citizen buses.

The purchase was made in good faith as part of a public advertising transit package and at no point was it mentioned or known that the vehicles were owned and operated by the Commonwealth of Kentucky. HCS and Ohlmann were not aware that the license plate on the bus was a state license plate. There was never any intent to indicate an endorsement from the Commonwealth.

HCS is a dedicated partner committed to providing the highest quality health care to our members. We agree that it is our responsibility to be aware of what is taking place in the market place and we investigate all possible known marketing infractions. Furthermore, we agree that it is HCS's responsibility to educate all representatives and vendors as to what marketing activities are, and are not, acceptable.

HCS immediately removed any and all advertising and signs from any and all vehicles that belong to or carry Commonwealth of Kentucky License plates. In the future, HCS will ensure marketing vendors ask in marketing transit negotiations whether the buses have state license plates and refuse to market on any buses with such plates.

We are confident that HCS representatives do not participate in any fraudulent or misleading marketing processes. If you have any questions or would like further detail, please feel free to contact me at (502) 476-2524 or [jcoleman9@humana.com](mailto:jcoleman9@humana.com).

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Sincerely,



Jennifer Coleman, Executive Director, Kentucky Medicaid Plan  
Humana, Inc.