

AETNA BETTER HEALTH OF TEXAS, INC. SOCIAL MEDIA TERMS AND CONDITIONS

Texas Medicaid and CHIP Programs

1. Scope

These Terms and Conditions cover all Social Media accounts run by Aetna Better Health of Texas, Inc. (“**us**,” “**we**,” or “**our**”) for our Texas Medicaid and CHIP plans. We call these accounts our “**Texas Medicaid Social Media Accounts**.”

2. Definitions

The following words have a special meaning. That meaning applies every time the word is used in these Terms and Conditions.

“**CHIP**” means the Texas Children’s Health Insurance Program. This includes CHIP Dental Services.

“**Extra Member Benefit**” means a benefit or service that we may offer to our Members. It is not a covered Medicaid or CHIP benefit or service. It is also not a value-added service offered just for our Members.

“**Giveaways**” means any promotional item that we may offer to Members or Potential Members. This includes door prizes and gift cards.

“**HHSC**” means the Texas Health and Human Services Commission. This is the state agency that oversees Medicaid and CHIP.

“**Incentives**” means money, travel or transportation reimbursement, childcare services, or similar items that we may offer to Members or Potential Members.

“**Marketing Materials**” means materials made by us or for us that are used to market to Potential Members. Marketing Materials can be in any format. Health-related materials are not Marketing Materials.

“**Medicaid**” means the Texas STAR, STAR+PLUS, STAR Health, and STAR Kids Medicaid managed care programs. This includes Children’s Medicaid Dental Services.

“**Member**” means a person who can enroll in a Medicaid or CHIP plan, has enrolled with us, and can access our benefits and services.

“**Member Materials**” means materials made by us or for us to give to our Members. Member Materials can be in any format. Health-related materials are not Member Materials.

“Offensive Content” means any words or pictures that we decide are rude, discriminatory, or threatening.

“Potential Member” means a person who can enroll in a Medicaid or CHIP plan but has not enrolled with us yet.

“Social Media” means websites, apps, and other online tools. These tools let users create online communities to share information, ideas, messages, and other content, like photos and videos.

3. Language Access

We post content on our Texas Medicaid Social Media Accounts in English, Spanish, and other languages spoken in the areas our Medicaid and CHIP plans cover. If a post is not already translated into the language you need, or cannot be easily translated, please contact us. We can give you a translated version or help with translation.

4. Content Standards and Posting Rules

Content we post on our Texas Medicaid Social Media Accounts always follows these rules:

- We do not say or suggest that any federal or state government agency approves or sponsors us or our Texas Medicaid Social Media Accounts. This includes the federal Centers for Medicare & Medicaid Services.
- We do not use words that incorrectly suggest that our Texas Medicaid Social Media Accounts are “sponsored by Medicaid” or “sponsored by Medicare.”
- We do not make false, misleading, or inaccurate statements about our Medicaid and CHIP plan benefits, services, in-network or out-of-network providers, or us.
- We do not describe ourselves with words like “best,” “number one,” or “top.”
- We write our posts to respect different cultures.
- We write our posts at or below a 6th grade reading level. This does not include language HHSC gives us or requires us to post. It also does not include press releases.
- We make sure the information on the homepage or “About” page of our Texas Medicaid Social Media Accounts is always current and accurate.
- We do not post about or refer to our private insurance plan(s).

- Health-related posts on our Texas Medicaid Social Media Accounts are general. They do not focus on one health plan. They do not use CHIP or Medicaid program logos.
- HHSC approves any Marketing Materials or Member Materials before we post them on our Texas Medicaid Social Media Accounts.
- We do not show our competitors in a bad way in content we post on our Texas Medicaid Social Media Accounts.
- We do not post confidential information. This includes information that identifies a person. We will not post this information without first getting written permission from that person or their parent or legal representative.
- We always get written permission from a Potential Member, Member, or their parent or legal guardian before we post their photo or name, or their family's photo or name. This applies when the person posed for a photo that we took or used. We do not need permission to post large group or crowd photos taken at public events, where people do not expect any privacy.
- We are not responsible for content that a Member, Potential Member, or other person posts on their own to our Texas Medicaid Social Media Accounts that has their own images or photos.

5. Extra Member Benefits

We may post about Extra Member Benefits or other value-added services. Please note:

- Extra Member Benefits and value-added services are only for Members. Other rules and limits may also apply.
- Eligible Members get services covered by our Medicaid and CHIP plans at no cost.
- We only call value-added services or Extra Member Benefits “free” when the Member pays nothing for them.

6. Incentives and Giveaways

We may offer Incentives or Giveaways to Potential Members through our Texas Medicaid Social Media Accounts. Each Incentive or Giveaway will be worth \$10.00 or less. The total value per person will not be more than \$50.00 in a calendar year.

7. Third-Party Content

We may share content on our Texas Medicaid Social Media Accounts that another person created. We make sure that content we share from another person follows these Terms and Conditions. We also make sure it does not have false information about the Medicaid or CHIP programs.

We are not responsible for how another person uses our Social Media content on their own. If we find out that another person is using our Social Media content improperly, we will try to contact them and ask them to stop.

8. Enrollment Information

We do not use our Texas Medicaid Social Media Accounts to enroll Potential Members.

If you want to enroll in one of our Medicaid or CHIP plans, please contact:

- The HHSC Administrative Services Contractor (HHSC ASC): (800) 964-2777
- Your local community-based organization

Please do not call us or 2-1-1 to enroll. If you see our contact information, like a toll-free number or website, on our Texas Medicaid Social Media Accounts, that information is only for general questions. It is not for enrollment. Always contact the HHSC ASC or your local community-based organization to enroll.

9. How We Handle Your Messages and Questions

If you send us a private or direct message through one of our Texas Medicaid Social Media Accounts, we will treat it as a confidential business matter.

If you post a question, comment, or complaint on our Texas Medicaid Social Media Accounts that needs a response, we will reply within one (1) business day after we receive it. We will reply in the same language you used.

10. Monitoring and Content Removal

We monitor our Texas Medicaid Social Media Accounts every business day during regular business hours.

Content Removal: We remove Offensive Content from our Texas Medicaid Social Media Accounts within one (1) business day.

We do not delete content that a Member or Potential Member posts on our Texas Medicaid Social Media Accounts. The only exceptions are content that is Offensive Content, false, or

gives an incorrect description of a fact, law, benefit, service, in-network or out-of-network provider, or us.

Questions?

For general questions about us, call [Toll-Free Number] or visit [Website].

To enroll in a Texas Medicaid or CHIP plan, call the HHSC Administrative Services Contractor at (800) 964-2777 or contact your local community-based organization.

Effective Date: [Date]