



Policy: AA.1214  
Title: **Guidelines for Endorsements by CalOptima, for Letters of Support and Use of CalOptima Name or Logo**

Department: CalOptima Administrative  
Section: Strategic Development, Community Relations

CEO Approval: /s/ Richard Sanchez 04/21/2021

Effective Date: 02/04/1997

Revised Date: 04/01/2021

Applicable to:

- Medi-Cal
- OneCare
- OneCare Connect
- PACE
- Administrative

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## I. PURPOSE

This policy establishes guidelines for providing an Endorsement to external entities by CalOptima, for Letters of Support (LOS), and for approving the use of the CalOptima name, or logo, by external entities.

## II. POLICY

- A. CalOptima's name carries considerable value, particularly for external entities seeking to associate themselves with the organization. Moreover, CalOptima's role as a public agency requires that its name and reputation be preserved and protected, and that activities and organizations associated with CalOptima's name must be consistent with CalOptima's mission and purpose. Requests for an Endorsement, including LOS and use of CalOptima name, or logo, shall be approved only if compatible with CalOptima's mission and in accordance with this policy.
- B. An external entity may be eligible to submit a request for an Endorsement including requests for a LOS, or Use of CalOptima name, or logo, if the entity is a community-based, non-profit organization, or health care partner, that serves CalOptima members, or supports CalOptima's mission.
- C. Except as provided in this Policy, CalOptima prohibits direct and implied Endorsements. The name, logo, or images of CalOptima may not be used in any statement, website, print, or electronic communication, or activity to explicitly, or implicitly, endorse any specific commercial product, or service, any religion, any ballot measure/initiative, or any candidate for public office. In addition, the name, logo, or images of CalOptima may not be used explicitly, or implicitly, to endorse, or create, the appearance of partiality towards any vendor, or particular health care provider.
- D. Requests for an Endorsement, or LOS, shall require the written approval of the Chief Executive Officer (CEO). The CEO shall consider such requests based on:
  - 1. The potential for the Endorsement or LOS to create a positive visibility for CalOptima;

2. Whether the Endorsement or LOS would promote, or advocate, positions that are consistent with CalOptima's mission, programs, standards, and purposes; and
  3. Whether the Endorsement or LOS may conflict with CalOptima policies and/or applicable local, state, and federal laws and regulations, and/or whether the Endorsement, or LOS, could constitute any real, or perceived, conflict of interest.
- E. Use or reproduction of the CalOptima name or logo by external entities shall be restricted by CalOptima, in accordance with federal and state trademark rules and regulations.
  - F. Requests to utilize the CalOptima name or logo for any project, document, event, or other purpose shall require the advance written approval of CalOptima's CEO.
  - G. CalOptima shall report any Endorsement or LOS approved by the CEO, including the use of CalOptima's name or logo for any project, document, event, or other purpose, to the CalOptima Board of Directors, in writing, at the next available regularly scheduled Board of Directors meeting after such approval.
  - H. An Endorsement, LOS, and use of CalOptima's name or logo as approved in accordance with this policy, shall be posted on CalOptima's website ([www.caloptima.org](http://www.caloptima.org)) and updated on a monthly basis.
  - I. CalOptima employees should refrain from wearing attire containing CalOptima's logo while participating in non-CalOptima related activities, such as political fundraisers, in order to avoid the appearance of CalOptima's Endorsement.

### **III. PROCEDURE**

- A. Requests for Endorsements or LOS:
  1. All requests shall be submitted to CalOptima's Community Relations Department, in writing.
  2. A written request shall include the following information, as appropriate:
    - a. The name and description of the organization seeking an Endorsement or LOS and the organization's contact information;
    - b. Name of the program or project, and name of the program or project director, or primary contact;
    - c. The reason for the request, including, but not limited to, a copy of the program or project description for which the Endorsement, or LOS, is sought;
    - d. Scope and purpose of the program or project, including projected outcome;
    - e. Description, background, and pertinent information (e.g., names of members of the Board of Directors) regarding the requesting organization and any other organization having a substantial role in the project;
    - f. Information regarding the organization's ability to successfully carry out the program or project;

- g. A list of other individuals, or entities, supporting the program or project;
  - h. Date Endorsement or LOS is due to the organization;
  - i. Conditions under which the name of CalOptima and/or its logo will be used;
  - j. Draft template letter provided by the organization, where applicable; and
  - k. Description of relationship between organization's work and CalOptima's programs/lines of business, mission, values, and/or purpose.
3. All requests shall be submitted at least twenty-one (21) calendar days in advance of the date for which the Endorsement or LOS is requested, or if in a shorter amount of time, at the discretion of the CEO, so long as such request is submitted to the CEO in a reasonable and sufficient amount of time so that CalOptima can complete a meaningful review and evaluation of the request.
  4. Upon receipt of a complete request for an Endorsement or LOS, CalOptima's Community Relations Department shall review and analyze the request with input from appropriate internal departments within five (5) business days of receipt of the complete request.
  5. The Community Relations Department shall submit a request for Endorsement or LOS to the CEO for review and consideration.
  6. The Community Relations Department shall notify the organization that requests an Endorsement or LOS in writing, after CalOptima's determination is made.
  7. The Community Relations Department shall process an approved Endorsement or LOS request within three (3) business days of approval.
  8. The Community Relations Department shall document and track all Endorsements and LOS and shall be responsible for fulfillment of any stated commitment(s).
- B. Use of the CalOptima name or logo:
1. Requests shall be submitted to CalOptima's Community Relations Department, in writing, at least twenty-one (21) calendar days in advance of the date for which use of the name, or logo, is requested, or if in a shorter amount of time, at the discretion of the CEO, so long as such request is submitted to the CEO in a reasonable and sufficient amount of time so that CalOptima can complete a meaningful review and evaluation of the request.
  2. Requests shall include the following:
    - a. Description of the project, event, publication, or other purpose for which the CalOptima name, or logo will be used;
    - b. Intended audience for the project, event, or publication for which the name or logo will be used;
    - c. Description, background, and pertinent information (e.g., names of members of the Board of Directors) regarding the requesting entity and any other entity whose name will appear on the document, project, or event;

- d. Time frame during which the name or logo is requested to be used; and
  - e. Mock-up of how the name or logo will be used.
3. Upon receipt of a complete request for use of the CalOptima name or logo, CalOptima's Community Relations Department shall review and analyze the request with input from appropriate internal departments within five (5) business days.
  4. The Community Relations Department shall submit a request for use of the CalOptima name, or logo to the CEO for review and consideration.
  5. The Community Relations Department shall notify the requesting entity, in writing, after CalOptima's determination is made.
  6. The Community Relations Department shall process an approved request within three (3) business days of approval.
  7. The Community Relations Department shall document and track all Endorsements and use of the CalOptima name or logo and shall be responsible for fulfillment of any stated commitment(s).

#### **IV. ATTACHMENTS**

- A. Endorsement Request Form: Letter of Support & Use of Logo
- B. Endorsement Transmittal Form: Letter of Support & Use of Logo

#### **V. REFERENCES**

- A. California Constitution Article 16, Sec. 6
- B. California Government Code, §8314
- C. CalOptima Policy AA.1223: Participation in Community Events Involving External Entities
- D. CalOptima Policy GA.5002: Purchasing Policy
- E. CalOptima Policy MA.2002: Marketing Activity Standards

#### **VI. REGULATORY AGENCY APPROVAL**

None to Date

#### **VII. BOARD ACTIONS**

<b>Date</b>	<b>Meeting</b>
10/02/2008	Regular Meeting of the CalOptima Board of Directors
02/02/2017	Regular Meeting of the CalOptima Board of Directors

#### **VIII. REVISION HISTORY**

<b>Action</b>	<b>Date</b>	<b>Policy</b>	<b>Policy Title</b>	<b>Program</b>
Effective	02/04/1997	AA.1214	Guidelines for Endorsements by CalOptima and Use of CalOptima Name or Logo	Administrative
Revised	07/01/2007	AA.1214	Guidelines for Endorsements by CalOptima and Use of CalOptima Name or Logo	Administrative

<b>Action</b>	<b>Date</b>	<b>Policy</b>	<b>Policy Title</b>	<b>Program</b>
Revised	10/02/2008	AA.1214	Guidelines for Endorsements by CalOptima and Use of CalOptima Name or Logo	Administrative
Revised	02/02/2017	AA.1214	Guidelines for Endorsements by CalOptima and Use of CalOptima Name or Logo	Administrative
Revised	11/01/2018	AA.1214	Guidelines for Endorsements by CalOptima and Use of CalOptima Name or Logo	Administrative
Revised	02/01/2020	AA.1214	Guidelines for Endorsements by CalOptima and Use of CalOptima Name or Logo	Administrative
Revised	04/01/2021	AA.1214	Guidelines for Endorsements by CalOptima and Use of CalOptima Name or Logo	Administrative

**IX. GLOSSARY**

<b>Term</b>	<b>Definition</b>
Endorsement	For purposes of this policy, the support or promotion of a project, event, document, program, or initiative conducted by an external entity for the benefit of that entity, and for which support or promotion CalOptima does not receive a comparable benefit. Endorsement does not include any sponsorship, educational activity, purchased service, presentation, attendance at an event, activity that is included in the definition of Marketing Activities, or joint development of an event, seminar, symposium, educational program, public information campaign, or similar event.
Letter of Support (LOS)	For purposes of this policy, a letter supporting a community-based organization or health care partner detailing compelling reasons why the organization or project is credible and of value to the community and conveying the relationship between CalOptima and the organization, thereby lending credibility to the organization requesting support. LOS does not include a formal partnership agreement or interagency agreement.
Marketing Activities	For purposes of this policy, any activity conducted by or on behalf of CalOptima where information regarding the services offered by CalOptima is disseminated in order to persuade or influence eligible beneficiaries to enroll or to educate members and promote optimal program use and participation. Marketing also includes any similar activity to secure the Endorsement of any individual or organization on behalf of CalOptima.

## Endorsement Request Form – Letter of Support (LOS) & Use of Logo

Requests for Letter of Support (LOS) and/or Use of CalOptima’s Logo must be submitted to the Community Relations Department no less than 21 calendar days in advance.

Endorsement Details			
<b>Organization:</b>			
<b>Address:</b>			
<b>City:</b>		<b>Zip Code:*</b>	
<b>POC Name &amp; Title:</b>			
<b>Phone Number:</b>		<b>Fax #:</b>	
<b>E-mail:</b>			
<b>Type:</b>	<input type="checkbox"/> Letter of Support		
	<input type="checkbox"/> Use of CalOptima Name or Logo Only		
	<input type="checkbox"/> CalOptima Master Logo		
	<input type="checkbox"/> OneCare Logo		
	<input type="checkbox"/> OneCare Connect Logo		
	<input type="checkbox"/> PACE Logo		
<b>Endorsement Needed By:</b>			

**If more space is needed, you may attach additional pages.**

1. Program or project description, including: <ul style="list-style-type: none"> <li>a. Name of the program or project;</li> <li>b. Name of the program or project director or principle investigator, including his/her qualifications in regards to the program or project; and</li> <li>c. Scope and purpose of the program or project.</li> </ul>	
2. Background information of requesting entity, including: <ul style="list-style-type: none"> <li>a. Information regarding entity's ability to successfully carry out the program or project; and</li> <li>b. Names of members of the Board of Directors.</li> </ul>	



## Endorsement Request Form – Letter of Support (LOS) & Use of Logo

<p>3. Other individuals or entities supporting the program or project, including:</p> <ul style="list-style-type: none"><li>a. A description of their role in the program or project.</li></ul>	
<p>4. Detailed program or project timeline for planning, implementation, evaluation, and other phases of the program or project.</p>	
<p>5. Projected outcome of the program or project.</p>	
<p>6. Purpose for CalOptima's involvement in the program or project, including:</p> <ul style="list-style-type: none"><li>a. Detailed description of its proposed role;</li><li>b. Anticipated time commitment required of CalOptima staff; and</li><li>c. Specific data elements requested from CalOptima and a description of their specific use in the program or project.</li></ul>	
<p>7. Conditions under which CalOptima's name and/or logo will be used.</p>	





## Endorsement Request Form – Letter of Support (LOS) & Use of Logo

<p>8. Time frame during which CalOptima's name or logo will be used.</p>	
<p>9. Please provide a LOS template letter and/or mock-up of how CalOptima's name or logo will be used.</p>	