

**University Health Care, Inc.**  
*dba Passport Health Plan*

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<b>Signature:</b>		<b>Effective Date: (of last revision)</b>	
<b>Prepared By:</b>	Misti A. Jones Compliance Coordinator	<b>Original Date:</b>	May 17, 2011
<b>Regulatory/ Contractual Section:</b>		<b>P&amp;P Type</b>	<b>New</b> Revised Annual Update

**PURPOSE/SCOPE**

This Donation and Sponsorship Policy (Policy) establishes guidelines that must be followed for Donations and Sponsorships.

**DEFINITIONS**

Donations: Acts of financial support of a program or service. Donations and Sponsorships may be offered with conditions or specific personal demands; however they do not demand commercial advertising in return for the Donation or Sponsorship.

Sponsorships: Acts of financial support of a program or service where the sponsor receives something of value in return for their Sponsorship. Most Sponsorships are driven by a desire to receive commercial advertising that will further benefit the sponsor's trade or business.

**POLICY**

University Health Care, Inc. (hereinafter referred to as Passport Health Plan or PHP) believes in supporting our community, its people and its potential. Financial support focuses on making our community stronger and a better place to live. PHP will continue to be focused and proactive in supporting individuals and organizations that provide access to quality health services with special emphasis on the Medicaid and Medicare population.

It is important that all Donations and Sponsorships be in keeping with the mission, philosophy and policies of PHP. Donations and Sponsorships must not jeopardize PHP's fiscal integrity and there must be accountability at every level in the award process. An allocation methodology should be used that considers plan membership and the needs of all Region 3 counties and providers.

The chair of the Donation and Sponsorship Committee will be the Vice President of Public Affairs. At a minimum, the Donation and Sponsorship Committee will be comprised of two additional PHP Vice Presidents. The Chief Executive Officer must approve all Donations and Sponsorships to ensure the Donation or Sponsorship is in compliance with this Policy and in accordance with the budget for Donations and Sponsorships prior to the disbursement of funds.

### **Donation and Sponsorship Committee**

The Donation and Sponsorship Committee will, at a minimum consider the following when allocating funds to individuals and organizations:

- Impact to membership. The Donation and Sponsorship Committee should consider providing Donations and Sponsorships to individuals and organizations whose goal is to provide health care or improve health outcomes.
- Public relations considerations. The Donation and Sponsorship Committee should find ways to bring visibility to individuals and organizations whose goal is to provide health care or improve health outcomes.
- Board member or Officer Involvement. The Donation and Sponsorship Committee should give consideration to individuals and organizations in which Board members or Officers have an affiliation.

The Donation and Sponsorship Committee will have the following responsibilities:

- Inform the public of the Donation and Sponsorship application process.
- Establish deadlines for Donation and Sponsorship application submissions.
- Ensure the Donation or Sponsorship benefits PHP's members.
- Document and maintain all Donation and Sponsorship decisions.
- Provide, at a minimum, an annual report to the Board of Donations and Sponsorships.
- Record all discussions in the Donation and Sponsorship Committee meeting minutes.
- Apply consistent agreed upon criteria to determine whether to provide funds as a Donation or for a Sponsorship.

### **CROSS REFERENCE/REFERENCE MATERIALS**

(If necessary to cite other policies or documents)

Review/Revision Dates (Annually at minimum)

End of Policy