

Integrated Managed Care Communication Workgroup

July 17, 2018

11:00 AM to 12:00 PM

Board Room at Tri-Cities Community Health; 800 W. Court St. Pasco, WA 99301

Meeting Minutes

1. Attendees: Brisa Guajardo-CHPW, Shereen Hunt – Merit Resource Services, Pat Flores-Serenity Point Counseling, Joey Charlton–Coordinated Care, Carol Moser-GCACH, Jenna Shelton-GCACH, Martin Sanchez–GCACH, Diane Halo-GCACH, Lori Brown -SE WA Aging and Long Term Care, Corrie Bythe- SE WA Aging and Long Term Care, Donna Arcieri-CHPW, Cicily Jones-Quality Behavioral Health, Danika Gwinn-Quality Behavioral Health, Jessica Diaz-HCA, Jason Bergman-HCA, Pam Pruitt-NAMI, Alicia Gomez-Ideal Balance, Courtney Ward-Amerigroup, Kathy Neiman-CHPW, Jorge Rivera-Molina
2. Review Charter
 - Goal of Workgroup:
 - Provide recommendations and work to engage consumers and providers in system change efforts related to Integrated Managed Care (IMC).
 - Ensure that consumers maintain confidence and continuity in the care they are receiving.
 - Ensure a smooth transition to IMC through the development of clear communications materials, client notifications, and transparent transition process.
 - Leverage existing structures and avenues to collaborate with consumer groups, to gather consumer perspectives, and identify consumer concerns or gaps in understanding.
 - Key Deliverables:
 - Comprehensive communications timeline including planned communication by HCA, BHO, MCOs and the Greater Columbia Accountable Community of Health (GCACH)
 - IMC Communications Plan including identified audiences
 - Review draft materials provided by HCA for feedback and recommendations
3. What needs to be on the Communications timeline?

The required communications there are two separate pieces of written communication the HCA has to send out to clients. The 90-day notification letter that needs to go out based on federal rules letting the consumers know that the BHO will no longer be responsible for their behavioral health services. That 90-day letter is scheduled to go out at the end September 2018 or beginning of October 2018. Based on the numbers the HCA have they may need to space out when the mailings get mailed per regions. The second piece of required notification that needs to go out is the notification of enrollment letters. At the beginning of December clients will receive the letter from the HCA letting them know which plan they will be enrolled in beginning on January 1, 2019. This notification will tell them how they can change plans if they would like a different plan. These are the 2 required communication that HCA is doing.

In addition to that there are number of other request from North Central that the HCA received to get more information out. There is a half-sheet that has some core bullet points for clients. They also developed a more in depth two-page document that provides a bit more information on the transition to Integrated Managed Care. HCA is working on revising what they did for North Central. One notification will be more of a statewide

fact sheet as to what is happening through out the state. The half page sheet would be something the HCA would hope to work with this group on to refine the key bullet points or key messages are that we want to get out to our clients in this region. HCA would also like to have a four-page flyer with more in-depth information of all the changes that will be happening. These are the written documents that HCA has and would like to refine. HCA has also developed some public service announcements, some announcements that can be posted to social media, some new releases, and a fact sheet. These are the core pieces that HCA has developed to date.

The plan for the HCA would be to work with this workgroup at the next meeting. At the next meeting the HCA will send out the material for feedback and then we can discuss it at the next meeting to decide what the core messages we want to relay to our community, decide if we need additional pieces of written materials that aren't developed yet, or if there are other messaging pieces that we might feel are missing. It could go hand and hand with the communication plan that we will develop and the timeline around this. HCA only has the two documents that have a tight requirement on the timeline. The other documents and announcements will be for us to discuss when we want to have them completed and distributed. This will be part of our communications plan that we need to develop.

Question: What was the date on the enrollment notice that needs to go out?

Answer: HCA is treating all the clients as new enrollments, so everyone will get the notice. There is not a set date for everyone. It is set up to be sent out when the client is enrolled in the new plan. Starting the last week of November and will go through December as the clients are assigned to plans. The earliest that HCA can make changes for January will be the end of November, so at that time HCA will be working with clients in all 5 regions to get those notifications out. The end of November and beginning of December will be when these notifications out.

Question: Since United didn't get selected to be an MCO in this region. What will happen with those clients with United or MCO that is not going to be in the region?

Answer: If a plan is not going to be in the region as of 2019 those members will be enrolled in one of other the Managed Care Plans that will be in the region for both the medical and behavioral health plan. This is one of the things that need to be communicated to the community.

Question: What about the dually eligible?

Answer: Please talk to Jason at HCA after this meeting for more information on Health Home. There is a separate Health Home group with HCA. Also, one of the fact sheets HCA has developed and needs this group to look at is regarding the dually eligible for Behavioral Health. HCA can bring this to the next meeting to have this workgroup look at this so that it can get sent out in advanced as well.

Question: If a client has Molina will they automatically be enrolled in Molina for their behavioral health needs?

Answer: As far as HCA knows, this is how it was done in North Central. There are some discussions as to a change as to how HCA makes assignments. It is very preliminary stages at the moment, so there aren't anymore details then that at the moment.

Question: When the MCOs know that these are going to be their clients do the MCOs also notify their clients as well?

Answer: Yes, they send out their own notifications.

Question: What has been the MCOs experience when the customers get notified that their Behavioral Health needs are going to be changed?

Answer: Most clients don't have a problem with it. Many MCOs reach out to clients and providers to help with the transition. Each MCOs have their own communication plans as to explain the customers' benefits.

4. What needs to be in the Communications Plan?

We need to develop a communications plan for Greater Columbia Region. Some of the things that will be on the communication are the communications will be sent out through the mail but there are also some other ways to reach clients such as health fairs, or providers that can provide information. Other important partners include the CSOs (DSHS), the communication folk at the FQHCs (Martin Valadez, TCCH, Jim Hall, Kadlec, Gena, YVFW, VMM, ?) All of them need to be apprised of the billing changes due to IMC. These are things that we need to know. Who needs to receive the information? What kind of information do they need? How can we streamline or get this information out in a consistent manor to those that need to know about it? Who is on point to distribute the information?

HCA shared an example of Okanogan County Fully-Integrated Medicaid Contracting Consumer Engagement Communications Plan.

Consumer Engagement Communications Plan Objectives:

1. Provide a clear, consistent, and audience-appropriate message for the purposes of informing and engaging consumers and providers on Fully-Integrated Medicaid Contracting in Okanogan County.
2. Through audience communications, obtain feedback on concerns, suggestions, and ideas for NCACH during the transition to Fully-Integrated Medicaid Contracting in Okanogan County.

Strategy	Target Audience	Date	Lead(s)	Status/Notes
HCA Client Communications				
BHO Letter	Enrollees	10/1/17	HCA	To be sent by HCA to all beneficiaries
Booklet (with enrollment letter)	Enrollees	~12/1/17 Based on enrollment date	HCA	To be sent by HCA to all beneficiaries
Print Materials				
Postcard	Enrollees	8/1/18	HCA	Requested
4 Key Bullet Points- postcard	Enrollees Health Homes Behavioral and Physical Health Providers Frontline provider staff Community Organizations Social Service Agencies	8/1/18	HCA	Edits sent to HCA. Requested in English and Spanish
1 pager with changes by plan table on back of page	Care Coordinators Health Homes Behavioral and Physical Health Providers Frontline provider staff Community Organizations Social Service Agencies	8/1/18	HCA	Edits sent to HCA. Requested in English
PPT Presentation	Providers	11/30/17	Christal Eshelman will update for Okanogan County with approval from HCA	5-15 minute presentation.
Media Outlets				
Public Service Announcement (Radio Script)	<ul style="list-style-type: none"> • KNCW/KOMW/KZBE • KOMQ • KTRT 	12/15/17		Update PSA for Okanogan County



Facebook	Enrollees	2 posts: End of November, 2 nd week of December	HCA	
Websites	<ul style="list-style-type: none"> • NCACH • Community Choice • HCA • Behavioral Health Providers (OBHC, Family Health Centers, Confluence, Mid-Valley) 			Update website to include information about FIMC and links to more information.
News Release	<ul style="list-style-type: none"> • Omak-Okanogan County Chronical • Okanogan Valley Gazette Tribune • Quad City Herald • Methow Valley News 	Mid-December	NCACH	
Events				

5. Next Steps –

- For the next meeting the HCA will try to provide the materials before the meeting so that the workgroup can have time to review them. They are currently with HCA's design team. HCA will make sure they provide the materials for the next meeting.
- Develop a Communication Plan for Greater Columbia
- Develop Key Talking points
- We need to make sure that the key stakeholders are aware of the changes, so they can help with communicate with the consumers if they have questions.
- Send any questions to Diane. She will create a Question Tracker Log and try to get the answers before the next meeting.

6. Anyone missing that needs to be part of this workgroup?

Diane will reach out to these organizations to be part of this workgroup.

- NW Justice
- SHIBA (CAC)
- TCCH
- Yakima Farm Workers
- FQHC – Kadlec or Providence, Virginia Mason
- BHO
- DSHS (?)
- Ombudsman
- Comprehensive

7. Next Meeting August 14, 2018 at 11:00 am – 12:00 pm

8. DSHS Town Hall forum on August 15th at the Convention Center at 1pm

9. Future meetings will be 2nd Tuesday of the month 11:00 am – 12:00 pm