

# Okanogan County IMC Media Kit

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# How to use this kit

We created the Okanogan County 2019 Integrated Managed Care (IMC) Media Kit to serve as a one-stop communications resource for Apple Health clients and providers during IMC implementation in January 2019.

Also called “whole person care”, integrated managed care plans coordinate physical and behavioral health so that people get the help they need, for body (physical health) and mind (behavioral health, which includes mental health and drug or alcohol treatment).

The Health Care Authority (HCA) began integrating physical and behavioral health care coverage in 2016, and will offer integrated managed care plans in every county by 2020. Okanogan County will join the growing list of integrated counties beginning January 1, 2019.

The most important message about this change is it will not reduce any benefits. Apple Health clients will continue to receive all of the same services they currently receive. The change is about how these benefits are delivered, authorized, and paid for. In the short term clients will see little change, but in the long term these changes will result in providers and health plans being better able to work together on all aspects of their patients’ health care.

## **These resources are for you to help spread the word**

All of the resources contained in this kit are for you and your organization to use while communicating upcoming changes with your Apple Health clients and providers. Feel free to amend or update the resources provided to meet your needs.

## **Questions**

If you are a provider with questions about IMC implementation, please contact North Central Accountable Community of Health Project Manager, Christal Eshelman:

Email: [Christal.eshelman@cdhd.wa.gov](mailto:Christal.eshelman@cdhd.wa.gov)

Phone: (509) 886-6434

Additional resources, updates, IMC provider meeting materials, and news releases are available at <https://ncach.org/ok-fimc>

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## Frequently Asked Questions

### What is integrated managed care?

Apple Health is shifting to whole-person care by integrating health care for their clients. This means providers and health plans work together to coordinated care for body (physical health) and mind (behavioral health, which includes mental health and drug or alcohol treatment).

The traditional Apple Health model offers managed care coverage for only physical health, while regional Behavioral Health Organizations covered clients' physical health. While Apple Health funded both benefits, this bifurcated delivery system created challenges for clients.

Under the integrated model, health plans cover all Apple Health benefits, except for Long Term Supports and Services (which Department of Social and Health Services will continue managing). This new health care delivery model will give providers and health plans many new opportunities to coordinate care and treat the whole patient, body and mind.

### What's changing in Okanogan County?

Beginning January 1, 2019 Apple Health coverage will continue to be available through three managed care plans:

- Amerigroup (AMG)
- Coordinated Care (CC)
- Molina Healthcare of WA (MHW)

These plans will begin covering behavioral health treatment in addition to physical health care. They will also begin covering behavioral health services only for Apple Health clients who are not eligible to enroll in managed care plans (for instance, clients with primary coverage through Medicare).

Under the integrated model, Apple Health will no longer offer the following two plans:

- Community Health Plan of WA (CHPW)
- United Healthcare (UHC)

HCA will automatically assign clients in these plans to one of the three integrated managed care plans so they will see no interruption in coverage during the change. Clients can talk to their providers to see which plan they prefer, and may change to a different health plan at any time.

### With the BHO going away, who will cover behavioral health administrative services in the region?

Under the integrated managed care model, some services are still best delivered through a central organization rather than the multiple health plans covering most behavioral health needs. In January 2019, Okanogan County will join the North Central region (which also includes Grant, Douglas, and Chelan counties), where Beacon Health Options manages the

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behavioral health crisis system. They also staff the regional Ombuds and provide all the other regional services the BHO previously managed.

### **Why are the changes occurring?**

Integrated managed care is first and foremost about improving the health and care of clients. The changes integrate behavioral health benefits into the Apple Health managed care program so clients can access both physical and behavioral health services through a single payer.

### **How does North Central Accountable Community of Health fit into the picture?**

North Central Accountable Community of Health (NCACH) is playing a supportive role for local area providers who serve Apple Health clients across the North Central region (Chelan, Douglas, Grant, and Okanogan counties). NCACH provided support and technical assistance with the IMC transition efforts for the region during its 2018 integration effort, and welcomes Okanogan to the North Central region in 2019.

The Health Care Authority (HCA) is managing the transition to integrated managed care across the state, and is collaborating with Accountable Communities of Health in each region to assist local provider organizations in making this transition as seamless as possible. While HCA develops policy and procedures for the effort, NCACH plays a pivotal role as their liaison to local provider organizations and other stakeholders.

As part of this effort, NCACH is facilitating monthly provider meetings through until the end of 2018. NCACH invites providers and managed care organizations to attend these on the second Tuesday of each month to facilitate transition planning and stakeholder communication.

For more information on IMC or Apple Health, please visit <https://www.hca.wa.gov/health-care-services-supports/apple-health-medicaid-coverage/apple-health-managed-care>.

### **I'm a provider and my organization is being contacted by Apple Health clients who are concerned about their coverage. What should I do?**

It is important to note that even if your client is on one of the managed care plans that will no longer be offered in 2019, they will experience no interruptions in coverage.

With Apple Health managed care plans, clients have the option to select or change their plan at any time, with changes usually taking place on the first of the following month. Each MCO covers the same services, so clients will still be eligible for all of the services they already receive.

Most Apple Health clients are already enrolled in a managed care plan for their physical health, and will simply see their behavioral health services added to their benefit services package. The only clients who need to select new plans are those whose plans are leaving the region, as well as those who are not enrolled in managed care for their physical health.

If you would like to direct your client to someone to speak further about their coverage, or make an inquiry on their behalf, you can contact:

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Health Care Authority

Phone: 1-800-562-3022

Webform: [https://fortress.wa.gov/hca/p1contactus/Client\\_WebForm](https://fortress.wa.gov/hca/p1contactus/Client_WebForm)

Email: [askmedicaid@hca.wa.gov](mailto:askmedicaid@hca.wa.gov)

Amerigroup

Phone: 1-800-600-4441

Web: [www.myamerigroup.com/wa](http://www.myamerigroup.com/wa)

Local Contact

- Courtney Ward, North Central Regional Lead, [courtney.ward2@anthem.com](mailto:courtney.ward2@anthem.com)

Coordinated Care

Phone: 1-877-644-4613

Web: [www.coordinatedhealth.com/members/medicaid.html](http://www.coordinatedhealth.com/members/medicaid.html)

Local Contact

- Winnie Adams, Case Management, [winnie.r.adams@coordinatedcarehealth.com](mailto:winnie.r.adams@coordinatedcarehealth.com)

Molina Healthcare of WA

Phone: 1-800-869-7165

Web: [www.molinahealthcare.com/members/wa/en-us/Pages/home.aspx](http://www.molinahealthcare.com/members/wa/en-us/Pages/home.aspx)

Beacon

Phone: 1-855-228-6502

Web: [www.beaconhealthoptions.com](http://www.beaconhealthoptions.com)

Local Contacts:

- Dina Goodman, Care Manager, [dina.goodman@beaconhealthoptions.com](mailto:dina.goodman@beaconhealthoptions.com)
- Gerardo Perez-Guerrero, Behavioral Health Community Engagement Coordinator, [Gerardo.perez-guerrero@beaconhealthoptions.com](mailto:Gerardo.perez-guerrero@beaconhealthoptions.com)
- Leah Becknell, Account Partnership Director, [leah.becknell@beaconhealthoptions.com](mailto:leah.becknell@beaconhealthoptions.com)

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## 2019 Okanogan County IMC Communications Timeline

- August.....Distribution of client flyer and provider 1-pager
- September 1<sup>st</sup>.....Provider presentation for providers to use with staff is finalized
- October 1<sup>st</sup>.....Partners websites updated with IMC information
- October 1<sup>st</sup>.....HCA sends clients in integrating regions notification BHOs will no longer cover their services, and to look for Jan. 1 plan enrollment notice to arrive in December.
- Nov. 20<sup>th</sup>-Dec. 30.....HCA begins enrolling Apple Health clients in integrated managed care plans to take effect Jan. 1 (automated enrollment confirmations sent upon enrollment)
- December.....Social media postings.
- December 15<sup>th</sup>.....NCACH News Release to Okanogan County media partners.
- December 15 – 31<sup>st</sup>.....PSAs running on Okanogan County Radio Stations.
- January 1.....MCOs begin processing enrollments and sending materials to enrollees (ID card, welcome booklet, etc.)

# Media Tools

## Website and Digital Messaging

Your website is a powerful tool for communication. Many clients and community members will access your organization's website for information about their health care. Adding a quick blurb about integrated managed care to your website will help your patients learn about changes coming to their coverage, as well as to provide your front-line staff with information to share with patients they interact with.

### Sample message to place on your website:

"For [ORGANIZATION NAME]'s Apple Health (Medicaid) clients: Beginning January 1, 2019, Okanogan County is shifting to whole-person care. This means health plans can better coordinate care so our patients can get the help they need for body (physical health) and mind (behavioral health, including mental health and substance use disorder).

This change will not reduce or take away any of your current health insurance benefits. You will still receive all of the same benefits you currently receive. We are committed to your health and wellbeing, which is why [ORGANIZATION NAME] staff are happy to speak with you further about changes to your health plan.

Please contact [insert contact name] at [insert phone number] or [email] to learn more. You can always visit the Health Care Authority [hyperlink: <https://www.hca.wa.gov/health-care-services-supports/apple-health-medicaid-coverage/apple-health-managed-care>] to learn more."

## Social Media

Social media is also a powerful tool for communicating short bursts of information. We have developed a series of sample messages you can use on your organization's Facebook, Twitter, or other social media accounts over the next several months. The graphics are available in .PNG format in this media kit's accompanying folder.

### Tips and best practices:

- Keep it short and concise. What do you want someone to know in 15 seconds or less?
- Photos and videos help attract engagement with your posts. Use a photo or other appealing visual to help draw attention to your post. If you are using an image that does not belong to you, make sure to credit appropriately.
- Cross-promote using handles. Both Facebook and Twitter offer the ability for you to link directly to another organization's account, which helps users navigate to other pages for more information. For example:
  - @Washington State Health Care Authority (Facebook)

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- @WA\_Health\_Care (Twitter)
- We recommend including a URL to link readers to your site, though you may want to shorten it using free online URL shortening software such as:
  - Bitly.com
  - HootSuite
  - Tiny URL
- Use social media as a way to drive people to where you want them to go for more information, such as saying:
  - “for more information, visit: ....”
  - “check out our website [insert URL] to learn more”



**Facebook**

**Post 1**

Do you live in Okanogan County? Are you covered by Apple Health?

Your plan will change to include more benefits and offer whole person care, beginning January 1, 2019.

Learn more: [[insert hyperlink to learn more here](#)]



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**Post 2**

**IMPORTANT!**

The Health Care Authority has recently mailed information on your Apple Health (Medicaid) managed care plan to your address.

Please check your mail to learn more!



Information about changes to your  
Apple Health plan has been sent to your  
mailbox.

Questions?  
Visit [hca.wa.gov](http://hca.wa.gov) or call  
1-800-562-3022

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**Twitter**

**Post 1**

Do you live in #Okanogan County? Are you covered by #AppleHealth? Your health plan options are changing beginning January 1, 2019. @WA\_Health\_Care Learn more: [\[insert hyperlink to learn more here\]](#)



**Okanogan County:**  
Do you or  
someone you  
know receive  
**Apple Health**  
benefits?

Changes are coming  
to your Apple Health  
plan beginning  
**January 1, 2019**

**More information  
coming soon**

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**Post 2**

That's right! #YouveGotMail from @WA\_Health\_Care Check your mailbox to learn more!  
#AppleHealth



Information about changes to your  
Apple Health plan has been sent to your  
mailbox.

Questions?  
Visit [hca.wa.gov](http://hca.wa.gov) or call  
1-800-562-3022

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**Press Release**

FOR IMMEDIATE RELEASE

[Insert Date Here]

**Whole Person Care expands to Okanogan County on January 1, 2019**

East Wenatchee – Beginning January 1, 2019 Washington Apple Health (Medicaid) clients in Okanogan County will join the other three counties in the state's North Central region (Chelan, Douglas, and Grant counties) and transition to a whole-person approach to care delivery. Services will be coordinated through a single health plan so that people receive the help they need for body and mind, including mental health and substance use treatment.

The Health Care Authority (HCA) will offer Apple Health coverage for people in Okanogan County through Amerigroup, Coordinated Care, and Molina Healthcare of WA. HCA will automatically move clients enrolled in Community Health Plan of WA or United HealthCare to one of the three remaining plans, who will coordinate physical and behavioral health services with no interruption in coverage.

The North Central Region's transition to whole person care comes on the heels of the Healthier Washington's Medicaid Transformation efforts, a five-year demonstration project aimed at improving the health and wellbeing of communities across the state. In the North Central region (Chelan, Douglas, and Grant counties, to include Okanogan in 2019), these efforts are managed by the North Central Accountable Community of Health (NCACH.)

In 2014, state legislation directed HCA to integrate the purchasing of medical and behavioral health services for Apple Health by January 1, 2020. HCA began the integration project in Clark and Skamania counties in 2016, followed by Chelan, Douglas, and Grant counties in 2017. In 2018 Okanogan will join 21 other counties in adopting the integrated model.

Apple Health clients in Okanogan County are encouraged to learn more by contacting their current health plan or HCA, or by visiting <https://www.hca.wa.gov/health-care-services-supports/apple-health-medicaid-coverage/apple-health-managed-care>.

For questions or concerns about integrated managed care legislation and implementation in Okanogan County, please contact Senator Linda Parlette, [linda.parlette@cdhd.wa.gov](mailto:linda.parlette@cdhd.wa.gov).

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## Public Service Announcement

NCACH will work with the Okanogan County Provider group to request PSAs be played on radio stations serving Okanogan County. If you have a media contact who is willing to play the following PSAs, please let Christal Eshelman ([christal.eshelman@cdhd.wa.gov](mailto:christal.eshelman@cdhd.wa.gov)) know.

### English:

Changes are coming January 2019 to Washington Apple Health in Okanogan County. The changes **will not** reduce any benefits. Apple Health plans available will be Amerigroup, Coordinated Care, and Molina Healthcare. Check your mailbox for more information, or search for **Apple Health** online.

### Spanish:

En Enero de 2019 habrá cambios en Washington Apple Health, también conocido como cupón médico, para el condado de Okanogan. Estos cambios no reducirán ningún beneficio. Amerigroup, Coordinated Care y Molina Healthcare son los planes de Apple Health que estarán disponibles en este condado. Más información de Apple Health será enviado por correo ó busque **Apple Health** por internet.

## PowerPoint Presentation

A PowerPoint presentation was developed to be used by providers to be able to efficiently share the basics of IMC with all staff. Please feel free to share this presentation with your staff and partners. The 2019 Okanogan IMC informational PowerPoint presentation can be accessed in .PPT or .PDF form in the accompanying folder with the media kit.

## Print Materials

There are several print materials available in the accompanying folder with the media kit. They are:

- Important News is Coming Soon postcard, for clients
- Changes are Coming Flyer, for clients
- Changes are Coming to Washington Apple Health, for providers
- Behavioral Health Administrative Service Organization Fact Sheet
- Behavioral Health Services Only Fact Sheet
- Integrated Managed Care FAQs

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