



# North Central Accountable Community of Health

## Fully-Integrated Medicaid Contracting Consumer Engagement Communication Plan: July – December, 2017

### 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,.
2. Through audience communications, obtain feedback on concerns, suggestions, and ideas for NC ACH during the transition to Fully-Integrated Medicaid Contracting.

Strategies	Metrics	Activities	Approval	Target Date
Identify and prioritize audiences	Critical and important audiences are identified	Create a list of all audience types	FIMC Advisory Committee NC ACH Governing Board	FIMC: June 21 GB: July 12
Develop comprehensive communications timeline	Necessary communications and timing for each audience are identified	Create a communications timeline for delivery of communications in collaboration with the NCW BHO, HCA, NC ACH, Selected MCOs, and the Selected ASO	FIMC Advisory Committee NC ACH Governing Board	FIMC: Aug 9 GB: Aug 2
Develop effective communication messages and message delivery approaches that target the information needs of different audience types and organizations.	Messages will be built around learner-based objectives (e.g., inform, engage, motivate, maintain).	Complete Target Audience, Delivery Method, and Deliver Date Template  Create English and Spanish (other languages?) printed materials applicable to targeted audiences.  Identify opportunities for disseminating information to different audiences in pre-existing forums (i.e. community events or meetings)	FIMC Advisory Committee NC ACH Governing Board	FIMC: Aug 9 GB: Aug 2
Communicate FIMC expectations, change, and similarities, in a clear consistent message to identified audiences	Audiences receive communications by target date	Deliver printed material to identified audiences according the approved communications timeline	Written report delivered to <ul style="list-style-type: none"> <li>• FIMC Advisory Committee</li> <li>• NC ACH Governing Board</li> </ul>	Deliver Communications by Nov 30  Report due: Dec 31



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Consumer Engagement Communication Plan: Target Audience, Delivery Method, and Delivery Date			
Category	Key Message(s)	Delivery Method/Forum	Target Date
Beneficiaries			
NC ACH CHI Members			
Colville Business Council (Tribal Council)			
Government Officials / Policy Makers			
Reporters, Editors, and Media Outlets			
Medical / Behavioral / Dental Providers in NC ACH and surrounding counties			
Local Health Jurisdictions			
Care Coordinators			

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Category	Key Message(s)	Delivery Method/Forum	Target Date
Patient Navigators			
Consumer Advocacy Groups			
Businesses/Chambers of Commerce/Downtown Associations/Ports			
Faith Organizations			
Transportation Agencies			
Housing Service Agencies			
Aging and Adult Care Agencies			
Mental Health Stakeholders Group			

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Category	Key Message(s)	Delivery Method/Forum	Target Date
Health Homes			
Social Workers			
DSHS			

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