



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">• FIMC Advisory Committee• NC ACH Governing Board	Deliver Communications by Nov 30 Report due: Dec 31



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Consumer Engagement Communication Plan: Target Audience, Delivery Method, and Delivery Date

Message Category: General

Target Audience	Delivery Method/Forum	Target Date
Beneficiaries	English and Spanish Radio: <ul style="list-style-type: none"> KBSN/KDRM (Grant – Gail) TV <ul style="list-style-type: none"> NCW Life Univision (Seattle) 	
	Media Used: <ul style="list-style-type: none"> Rack Card Flyer Events: <ul style="list-style-type: none"> Columbia Basin Health and Wellness Fair Fiestas Mexicanas 	Late September 9/15-16/17
	HCA to send to Beneficiaries <ul style="list-style-type: none"> Postcard Flyer Booklet 	9/1/17 10/1/17 11/1/17
	Social Media: Facebook ads Partnering organizations	
Consumer Advocacy Groups	Presentation 1-Pager	
Businesses/Chambers of Commerce/Downtown Associations/Ports	Rack Card 1-Pager	
Faith Organizations	Holy Apostles <ul style="list-style-type: none"> Booth at event with 1-Pager 	
NC ACH CHI Members	Presentation	



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	1-Pager	
Colville Business Council (Tribal Council)	Letter	
Government Officials / Policy Makers	Letter	
Reporters, Editors, and Media Outlets	News Release 1-Pager	

Message Category: Social Services

Target Audience	Delivery Method/Forum	Target Date
DSHS	Letter with 1-Pager	
Health Homes		
Social Workers		
Patient Navigators		
Transportation Agencies		
Housing Service Agencies		
Aging and Adult Care Agencies		
Mental Health Stakeholders Group		
Care Coordinators		
Community Health Workers		
Employers	Mail Letter with Rack Cards	

Message Category: Healthcare Providers

Target Audience	Delivery Method/Forum	Target Date
Medical Providers	Letter with 1-Pager	
Behavioral Health Providers		
Dental Providers		
Local Health Jurisdiction		
Nurses		
Frontline provider staff		



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Languages for General Messaging

1. English
2. Spanish
3. Russian
4. Ukrainian

Key Concepts:

- Whole person health for your health plan
- Medical Coupons
- Include website, social media, and email address on all print materials

Additional Requests:

- HCA to set up dedicated email address