



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. – 3 rd grade reading level for Spanish 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 Awareness: Strategy, Target Audience, Delivery Method, and Delivery Date

Strategy	Target Audience	Date	Lead(s)	Status/Notes
HCA Developed Client Information				
Postcard	Enrollees	9/1/17	Jason Bergman, HCA	
BHO Letter	Enrollees	10/1/17	Jason Bergman, HCA	
Booklet (with enrollment letter)	Enrollees	~12/1/17 Based on enrollment date	Jason Bergman, HCA	
4 Key Bullet Points- postcard	Enrollees  19-0005 UK 917  19-0005 SP 917  19-0005 RU 917 Ukrainian - Things to Spanish - Things to Russian - Things to	10/1/17	Victor Andino	Link: N. Central key messages English/Spanish English/Ukrainian English/Russian
1 pager	Care Coordinators Health Homes Behavioral and Physical Health Providers Frontline provider staff Community Organizations Social Service Agencies	10/1/17	Victor Andino	(Front side) N. Central changes are coming handout
Changes by Plan: Table	Care Coordinators Health Homes Behavioral and Physical Health Providers Frontline provider staff Community Organizations Social Service Agencies	10/1/17	Victor Andino	(back side) N. Central changes are coming handout
PPT Presentation	Providers and Enrollees	11/30/17	Victor Andino	HCA will prepare Include: FAQs, history of IMC, Whole Person Care, Plan options, Preliminary results of SWWA, 2 minute IMC movie 5-15 minute presentation
Print Materials				
1 pager Changes by plan table 4 key messages postcard	<ul style="list-style-type: none"> Medical Providers – NCACH (100/8500) <ul style="list-style-type: none"> Nursing Staff Frontline staff 	10/1/17-12/31/17	See target audience column	HCA will print materials



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Strategy	Target Audience	Date	Lead(s)	Status/Notes
*Number indicated in target audience column	<ul style="list-style-type: none"> ○ Navigators - Jene ○ Care Coordinators ○ Community Health Workers • Behavioral Health Providers – Darci (included in Medical Providers above) • Community Resource Group – Jolynn (40/100) • Medicaid Dental Providers – Darci (0email/50) • Local Health Jurisdiction – NCACH (60/400) • DSHS: Home and Community Services – (50/400) <ul style="list-style-type: none"> ○ Case Managers - Deb ○ CPS – Deb • Developmental Disabilities –Tamara/Darci (0email/200) • Health Homes –Deb (50/300) <ul style="list-style-type: none"> ○ NCACH Region ○ Other Regions - email • HCA community services staff (Marilee) –Christal (0email/0email) • HCA Benefits Exchange Call Center – HCA (0email/0) • WA BHOs – BHO (0email/NA) • Transportation Agencies <ul style="list-style-type: none"> ○ Mobility Council – Deb (30/100) • Housing Service Agencies – Deb (30/100) • Interagency – Deb (30/100) • Homeless Taskforce – Deb (30/100) • Aging and Adult Care Agencies – Deb (25/200) • Grant County Mental Health Stakeholders – Darci/Gail (40/100) • Chelan- Douglas Mental Health Stakeholders – Deb (40/100) • CHIs – Christal (60/200) • Coalition for Children and Family – Deb (40/100) • School Districts – Winnie (0/0electronic) version, printed postcards on request <ul style="list-style-type: none"> ○ Superintendents ○ Principals ○ Nurses ○ Migrant Health Trainings • Literacy Council – Deb (0email/50) 			<p>Local members of workgroup will determine how many they need</p> <p>There will be an option for us to print on our own from website.</p> <p>Jene requested 200 in English in Spanish (more in Spanish than English)</p> <p>Deb will pick up English copies from BHO</p>



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	<ul style="list-style-type: none"> United Way – Deb (10/50) Community Action Council: Food Banks – Deb (0/400) BHO Advisory Group – Darci (0/0) Quality Review Team through Ombuds – Darci (0/0) FYPSRT - Darci (0/0) Long-term care facilities – Deb Homeless task force – Deb 			
Social Media Outlets				
Public Service Announcement (Radio Script)	<ul style="list-style-type: none"> KBSN/KDRM Cherry Creek Radio Alpha Media Univision (Seattle) NCW Life Ifiber 	12/15/17-notices have gone out, contact number	Gail, Alejandra, Darci, Jesus Write PSA – Victor (will mirror 4 key bullets points)	<p>HCA will create by 10/27/17</p> <p>Jesus will translate PSA</p> <p>Once PSA is created and translated, subgroup of leads will meet to discuss</p>
Facebook	Enrollees	2 posts: End of November, 2 nd week of December	HCA – Victor	When HCA posts, they will email the link to Christal and Christal will send Consumer Engagement distribution list.
Provider Organization Message Boards	<ul style="list-style-type: none"> Screen Savers <ul style="list-style-type: none"> Confluence – Andrew Canning CVCH – Carol Diede MLCHC - FHC – Dana Craddock 	???	Deb Miller	Deb is continuing to look into
Websites	<ul style="list-style-type: none"> BHO NCACH Community Choice HCA Behavioral Health Providers 			
Print Media				
News Release	<ul style="list-style-type: none"> Seglinda Wenatchee 	Mid-December	HCA	



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Strategy	Target Audience	Date	Lead(s)	Status/Notes
	<ul style="list-style-type: none"> Go Lake Chelan Wenatchee World Columbia Basin Herald Quincy Valley Post (RG) Tribune Omak Chronical 			
Print Ads	<ul style="list-style-type: none"> The Nickel <ul style="list-style-type: none"> Target Media Partners Interactive Josh Rishel Josh.rishel@targetmediapartners.com 509-662-1405 \$49 for 2x6 ad in 4 circulars Weekly Shopper 	October? December?	Deb Teresa will look into	Group decided not to do Nickel ad. Weekly Shopper no longer circulating
Events and Bulletin Boards				
	Holy Apostles	8/27/17	Alejandra	Use Postcard wording
	Fiestas Mexicanas	9/15-16/17	Alejandra	Victor will write short script or use postcard wording
	Integration Forum	9/22/17	NCACH	
	Columbia Basin Health and Wellness Fair	9/30	NCACH, Community Choice	
	Chelan Post Office	10/15/17	Darci	Hang up postcard – can we format like a poster?
	Tonasket Community Bulletin Board	10/15/17	Darci	Hang up postcard – can we format like a poster?
	2 nd Harvest Mobile Food Truck, Wenatchee Community Center Parking Lot	Nov. 2, 12-2pm	Deb	
	Pybus Market Health and Wellness Event	TBD	Jene	
Government				
Letter	<ul style="list-style-type: none"> County Commissioners City Council 		NCACH - Linda	Will talk to Linda about drafting a letter

Languages for General Messaging

1. English
2. Spanish



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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

Print Materials Requested:

- 4 Key Messages Postcard
 - English/Spanish - 11550
 - English/Russian - 250
 - English/Ukrainian – 250
- Changes by plan table – 635
- 1-pager – 635