

# North Central Accountable Community of Health

## Consumer Engagement Workgroup

### FIMC Advisory Committee – North Central Accountable Community of Health

#### MEETING NOTES

3:30 PM – 5:00 PM May 24<sup>th</sup>, 2017

**Attendance:** Isabel Jones, Clarice Nelson, Jesus Henandez, Alejandra Gonzalez, Donny Guerrero, Chris Tippett, Deb Miller, John Schapman, Christal Eshelman, Senator Parlette. **Via phone:** Kathleen Nelson, Jason Bergman, Gwen Cox, Tawn Thompson, Gail Goodwin, David Escame **Notes:** Teresa Davis

#### **Goals of Workgroup:**

- Provide recommendations and work to engage the consumer sector in system change efforts related in integrated managed care (consumer sector is anyone on Medicaid).
- Ensure that consumers maintain confidence and continuity in the care they are receiving.
- Ensure a smooth transition to FIMC through the development of clear communication materials, client notifications, and transparent transition processes.
- Leverage existing structures and avenues to collaborate with consumer groups to gather consumer perspective, identify consumer concerns, gaps in understanding of FIMC, etc.

#### **Review Workgroup Charter**

A draft charter was emailed out prior to the meeting. Everyone is asked to review over the next two weeks and email any comments to Christal Eshelman.

#### **MCO Update**

The apparent successful MCO bidders for our area are Coordinated Care, Molina Healthcare and Amerigroup. There is a five day protest period that any unchosen MCO can request a review. Timeline for the MCO's to be working with providers is Mid-June. Currently our area has 5 MCO's and we are moving to 3. People currently on one of the three plans will stay on their current plan. The people on the 2 unselected plans will be moved to one of the three selected plans. Once they are assigned to a plan, they can choose to go to another plan. In our area about 15,000 people will be changing plans.

#### **Consumer Engagement Timing**

Jason Bergman from HCA presented his communication timeline. He needs to open the design review process for all HCA Communications. This can take some time so he is going to open the postcard and flyer up right away. The following is what was decided for this group's part in this process:

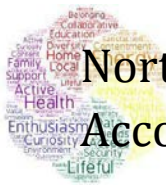
- 6/22/2017 Jason will get the postcard and flyer to us for review and have back to him by 7/14/2017.
- 6/22/2017 Jason will get booklet to us and we will review concurrently with HCA and date to be returned will be determined later.

Expected dates of mailings to clients:

- 9/1/2017 Postcard – suggested adding call center number
- 10/1/2017 Flyer – suggested having a Spanish translated side.
- 11/1/2017 Booklet – every client will get a booklet even if they are not changing plans. The booklet will include a letter with plan details.

#### **Consumer Engagement Approaches / Opportunities**

- Spanish Radio – incorporate whole person care & plan change in one message, use words like “coupon medical” so that clients understand.
- NCW News
- Facebook (send post to different agencies and have them post)
- Churches



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- Booths at Fiesta Mexicanas (Chelan/Douglas) and The Health & Wellness Fair (Grant County)
- Univision TV
- Reach out to Russian / Ukraine Population in Grant County

## **Next Steps / Action Items**

- Jason will get the postcard and flyer to the Workgroup and check about adding call center number to postcard and Spanish to the flyer
- Write up a communication plan (Deb will focus on Care Coordinators and 'boots on the ground' people); Christal and Isabel will work on the other groups
- The other people in the workgroup should come back with more ideas for events and forums to reach out to.

**Next Meeting:** June 21<sup>st</sup> - 2:30-4:00PM, Chelan Douglas Health District, East Wenatchee