

North Central Accountable Community of Health

Consumer Engagement Workgroup

FIMC Advisory Committee – North Central Accountable Community of Health

MEETING NOTES

2:30 PM – 4:00 PM May 24th, 2017

Attendance: Isabel Jones, Jessica Diaz, Alice Lind, Clarice Nelson, Darci Miland, Alejandra Gonzalez, Donny Guerrero, Deb Miller, Mary Jo Ybarra Vega, Griselda Romero, Priscilla Tovar, Christal Eshelman, Senator Parlette. **Via phone:** Victor Andino, Deb Sullivan, Kayla Down, Kathleen Boyle, Jason Bergman, Gwen Cox, David Escame, Inna Liu, Caren Crowley **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.

Workgroup Charter

Charter was reviewed and approved as written

Review of Current Work

Christal went over what was discussed at the last meeting with expected dates of mailings to clients as follows:

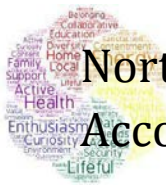
- 9/1/2017 Postcard – suggested adding call center number
- 10/1/2017 Flyer – suggested having a Spanish translated side
- 11/1/2017 Booklet – every client will get a booklet even if they are not changing plans. The booklet will include a letter with plan details.

Printed Communications

- Card to have on hand to take to events in English, Spanish, Russian and Ukrainian. Also would like a one-page sheet of common messages that could apply to many audiences. Can cut or expand on the messages depending on the audience. Victor suggested having the timeline info on there as well.
- Deb presented a simple document (attached) that will be a good cheat sheet for providers and coordinators. HCA is going to work on it filling it in.

Consumer Engagement Approaches / Opportunities (*new items in bold*)

- 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
- Booths at Fiesta Mexicanas (Chelan/Douglas) and The Health & Wellness Fair (Grant County)
- Univision TV
- Reach out to Russian / Ukraine Population in Grant County
- **I-Fiber**
- **Columbia Valley Herald, Quincy Post Register, Gazette, Tribune, The Nickle, Wenatchee World**
- **Go Lake Chelan**
- **Community Bulletin Boards**
- **Facebook Live Messages**
- **Foodbanks**



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- **Senior Services**
- **Different advisory committees**
- **National Night Outs**
- **United Way**

Other discussions:

- Turn fact sheets into PowerPoints framed for highly knowledgeable people for a quick learning tool. Post on website, hand out at events and mail to stakeholders. Send ideas to Christal for HCA to add to the fact sheet.
- Time radio ads for December and January as this is when consumers will need to most help.
- Get a list of people that have a good marketing plan that works and have them send out the message.
- NAMI needs presenters sometimes
- Go to events and reassure people with a simple message “changes are coming” “we will be back” “don’t be scared” “you will not lose your benefits”
- People that can review our communications to make sure we are sending the message in a format that is easy for consumers to understand *ie.* Ombuds quality review team, BHO Advisory Board, Jennifer Bliss

Next Steps / Action Items

- Isabel will email to the group an infographic and YouTube video that helps explain integration.
- Jason will continue working on the postcard, letter, and booklet
- Victor and Jessica will work on the fact sheet and Deb’s “cheat sheet” (prior to July 13th)
- Send Jennifer Bliss’ Behavioral Health Forum flyers out to group (Christal)

Next Meeting: July 11th 3:00-4:30PM, Chelan-Douglas Health District, East Wenatchee