



Consumer Engagement Workgroup
FIMC Advisory Committee – North Central Accountable Community of Health

MEETING NOTES

3:00 PM – 4:30 PM August 1st, 2017 (Webinar)

Attendance:

Christal Eshelman, Deb Miller, Caroline Tillier, Darci Miland, Jessica Diaz, Victor Andino, Samantha Zimmerman, Isabel Jones, Jason Bergman, Clarice Nelson, Tawn Thompson, Kathleen Nelson

Notes: Teresa Davis

Updated Health Care Authority (HCA) Audience Materials:

Overview: HCA has taken comments, made changes and submitted to HCA for approval. Timeline may change as HCA reviews the most logical way for all of these items to go out. Dates will not move up, but trying to coordinate the booklet to go out with the letter. Please do not share the previous draft versions as we are still in a protest period and materials do not have final approval.

Postcard: Postcard is in the communications shop now. Postcards do not get translated, it will only be in English with a note on the bottom saying for Spanish to call (this is what they did in SW Washington). Deb brought up that NCW has a Hispanic population of 30% compared to SW Washington who has 8%. Jason will revisit with HCA about translating the postcard and will let us know.

BHO Letter: HCA has simplified the letter, because this letter is just to let the Medicaid beneficiaries know that the BHO is going away. This letter will be mailed in their preferred language that is on file with Provider One. A request was made to change the order of the sentences regarding disenrollment and enrollment. A request was also made to change the word “telling” to “stating”.

Booklet: HCA has not started revising the booklets, but will be getting to them soon. The booklets are standard for the state, they just need to add North Central’s information to it so those should not take long.

Communications Plan:

HCA and Christal have consolidated the previous ideas that the group had for targeting audiences and grouped them into like kind. Would like to assign some people to lead different sections and add target dates. If you will like to be assigned to a task, please email Christal Eshelman.

- For the handouts at these events, HCA will print all of the information. The workgroup needs to come up with dates and numbers needed. All documents will also be on the Healthier Washington website so that people can download and print on their own.
- Social Media Outlets - Come up with a short PSA script for both radio and TV. Alejandra would like a postcard for her to read at Fiestas Mexicanas on August 27th. The group decided that the message from the postcard would be the correct message for Alejandra



to read. Jason will check on the translating for the postcard and provide to her. She said that she can also translate as well if need be.

- PSAs – Decided that the best times for PSA will be in October and December to coincide with the letter and new provider information going out. Will need scripts, will decide later if Victor or Christal will write.
- Facebook: HCA will create posts then will email the group letting us know they were posted - make sure your organization shares them! These posts will include links for people to click on when info is available through HCA.

Next meeting: Wed Sept 6th 2:00 – 3:30 PM Webinar, Christal will send out invite.