

## Consumer Engagement

### Key Messages for Social Services/Care Coordinators

#### General Notes:

- Many of the *boots on the ground* I've spoken to have variable knowledge about the changes coming to our region in 2018. Comments range from *"I had to idea"* to *"I think I've heard something about that, but really don't know what it means"* to *"all I want to know is how it will affect the clients I see"*.
- The following is a list of requested information:
  - High level overview of the upcoming changes, maybe one or two visual diagram with paragraph of text.
  - Sample copies of any/all materials clients will be getting in the mail (or at least the ones the HCA/FIMC group is responsible for). It's these items that trigger client questions/fears and if the community providers know what the messages are and the timeline clients will receive them, this will aid in the community provider proactive client follow up.
  - A **SIMPLE** bulleted/scripted list of talking points. Most of these providers indicate that a maximum of **4 points** is optimal, anymore and the clients begin to get confused.  
Suggested points:
    - You won't lose your benefits
    - You don't have to do anything
    - These are the changes you will see. This will be variable and it would be helpful to have some sort of a diagram/flow of the basic changes since the community providers are often the most trusted and the only helper a client will turn to for answers.
- Suggested Community Providers to receive this information:
  - Home visiting providers
    - Non-Healthcare/Behavioral Health Case Managers (AAA's; Home Care Agencies; etc.)
    - Care Coordinators (Community Orgs and MCO's)
    - CHW's (Public Health, other community agencies serving Medicaid population)
    - Supervisors/managers of Long-Term Care; Adult Family Homes; Group Facilities (i.e.: Christopher House) where *fear* of the changes are known to spread among residents.