Community Voices Council

7.17.18

Attendance:

Dr. Luis Manriquez, Hadley Morrow, Kim Brinkmann, Jessie Hassler, Ruth Roberts, Karen Murphy, Tomi Naff, Shannon Mack, Cindy Hogberg, Deanna Stark, Brianna Rhodes, Kathleen Boyle, David Crump, Galina Peregudov

IMC Communications

* Timeline
  + July-September: Develop communication needs and dissemination strategies
  + October 2018: 90-day notification letter re: BH Benefit Transition
  + Late November/Early December: Client enrollment letters and booklet link
  + January 2019: Coverage begins
* Materials Provide by Health Care Authority
  + CMS Required Client Notifications re: BH Benefit transition
  + Enrollment Letter
  + Benefit Booklets for IMC & BHSO
  + ½ page flyer for clients
  + 2-page provider information sheet
  + PSA Language
  + Social media postings
  + News release
  + Fact sheets
    - 1st letter feedback
      * Language applicable to each audience; no need to worry clients whose healthcare will not change, so make it clear
      * Major line: “You will not lose your coverage;” overcommunication will harm the message
      * Put people at ease first, then be clear
      * All in all, unclear
    - ½ Page Flyer feedback
      * Place in food banks, HOC, DSHS, doctors’ offices, elevators at Sacred Heart, community events (Pig Out In the Park), health district, meeting places dependent on county (schools, churches, grocery stores, etc), Rotary, build advocacy network
      * Distribute before 1st letter is sent
    - “Provider Assist” feedback
      * Intended to educate providers, but may still be opportunities to help clarify language
      * Fewer paragraphs, more bullets—second page more helpful
        + Available less through doctors, more through other locations in the clinic (laminated in check-in paperwork, with HIPAA)—educate other clinic staff
      * Patients will ask providers for clarification—need familiarity
      * Provide template for letter from provider to the patient
      * Worth including foster info for Coordinated Care and other nuances—adds complication, but important to know
    - PSA (radio) Feedback:
      * Yes, will reach the right audiences
    - Fact Sheet feedback:
      * Simplify, only relevant information
      * BULLETS
    - Press Release feedback:
    - Social media feedback:
    - Recognizing most beneficiaries’ level of understanding of their insurance plan, how can we overcome communication barriers?
      * Patient-centered communication should be simple and directive
        + “Your coverage won’t change, but your provider might.”
        + Provide a “learn more” option
      * Background information is unnecessary and clouds message
      * People need to know they can change plans at any time but if not, they will be reassigned
    - Outreach/who do you want to hear this message from?:
      * Important to find out about the change where they have someone to ask follow up questions
      * Radio ads
      * Presentations from MCOs at community centers/libraries, town hall meetings
      * Navigators attend open houses at beginning of school year to help families switch right there and answer questions
      * Messaging in school newsletters
      * Also needs to be conveyed to case managers so they can either explain to client or assist clients in change
      * Doctor’s offices
      * MCO presentations at FQHCs, tables in clinic lobby
      * Evening TV spots on news with Navigators or MCOs staffing to field questions
      * National Night Out, August 7
      * National health center week, August 12-18
  + FAQ’s:
    - How will this affect Medicare, dual coverage, etc?

Building the CVC

* 3 open CWH
* 10 open for Medicaid beneficiaries
  + Lacking rural representation –
* Options
  + Hadley suggested that we ask collaboratives to nominate
  + Asking VOA and other organizations to recruit
  + Ask Rural Resources
* Would we want to make people fill out an application?
  + Concern over it looking discriminatory
  + Would need to make sure that the application described what the group did so that people would know what they are signing up for – include what they would get out of it.
* What exactly is the point of this council?
  + Suggested that we come up with a layperson’s recruiting handout. Come up with a tagline – Let your voice be heard. Be a part of the change.
* MCOs might be willing to donate bus passes.
* How do we tie back better to the Community Health Worker group?
  + They will try and get a COFA Islands representative
* Next meeting – time was good, and place was good