

DUALS COMMUNICATION OUTREACH PROJECT UPDATES 7-20-16

For: MEOC, CMS Alignment committee members:

From: Jennifer Valentine, Duals Policy Analyst, HSD, OHA

Thank you for your participation and feedback in early July around communication for our dual eligible members. We are providing additional updates to the Duals member brochure that will go in the mailing and will be available at APD/AAA offices statewide.

What is the General Duals Communication Outreach Project Information?

The goal of the Dual Eligibles Communication Outreach project is to provide current FFS duals with information and an affirmative action and process to enroll in the CCOA. We are targeting increasing duals in coordinated care, and reducing the confusion our members who currently often face when trying to determine which card they use at which providers' offices. The project will be a limited time duration outreach, though it aligns with plans to build more on-going communication to enhance our duals member communication on coordinated care options. As those of you who have been involved in waiver renewal conversations know, our longer term visions are to meet Oregon's goals of ensuring the best seamless care for dual eligible by fulfilling Oregon's original desire to include duals in coordinated care.

Who will this go to?

This communication will be targeted at Full-Dual Eligibles in FFS regarding opportunity to join a CCO for integration of dental, behavioral and physical health services. (Members currently with partial CCO enrollment for dental or behavioral health are in this group.) **WE will be removing approximately 1000 duals identified with specific exclusions from managed care –this list will be worked separately by APD offices during regular renewal periods to determine if these exclusions are still necessary.** Early estimates of numbers are for @30,000 current FFS members to receive this communication outreach. As discussed, you can get an estimate for your region as to the number of letters that will go out from the monthly MMA (Medicare-Medicaid enrollment) report published by OHA monthly and available at <https://www.oregon.gov/oha/healthplan/Pages/reports.aspx>. The smallest region will have around 700 letters, and the largest around 10,500.

NEW Updates!

Letters will highlight the opportunity to enroll in CCO As as a right to better care coordination of Medicaid benefits. CHANGES to the project since our last meeting include APD's taking on more of a direct role in the follow-up from letters with dual eligible members. We will be working closely with APD to develop key staff training prior to letters being mailed out. Timelines for letter mailing will be slightly pushed back to accommodate this, however, we still anticipate this initial project being completed by December 31, 2016. This change will ensure on-going member engagement during annual redeterminations moving forward as well.

However we want to review these steps with you to ensure we haven't missed something. We want to work with you to ensure continuity of care for members who may need that.

What will we do at this meeting?

We want to share with you the facets of the outreach, the timelines, the scope, and gain your feedback on information fact sheets/talking points we want to develop for your field and central office staff around the key project points and information. We want to request materials for the APD office training specific to your CCO/region be provided to us as powerpoint slides to be in new training modules! Communication rollout timelines will be developed, however we now will see a more statewide rollout, with the largest areas being rolled out more slowly by counties to as not overwhelm the local APD staff.

A new brochure to accompany the letter is being worked on, as well as the letters, talking points based on member focus groups that OHA had conducted by MET group through SIM grant funding.

We have provided an updated brochure text and sample style layout for infographic look for your review at this meeting. Any final feedback on text for the brochure needed by Friday, July 22nd on this as then it will go to our communications design team to work on the actual design.

We look forward to your attendance!

Thanks,

Jennifer

Jennifer B Valentine, MSPH, Operations and Policy Analyst

Dual Eligibles/Medicare-Medicaid, Health Systems Division

Oregon Health Authority

Phone: 503-945-6800

Cell: 503-519-3341

E-mail: Jennifer.B.Valentine@state.or.us