



CalAIM Managed Long Term Services and Supports (MLTSS) and Duals Integration Workgroup

How to Add Your Organization to Your Zoom Name

- » Click on the "Participants" icon at the bottom of the window.
- » Hover over your name in the "Participants" list on the right side of the Zoom window and click "More."
- » Select "Rename."
- » Enter your name and add your organization as you would like it to appear.
 - » For example: Hilary Haycock – Aurrera Health Group

Workgroup Purpose and Structure

- » Serve as stakeholder collaboration hub for CalAIM MLTSS and integrated care for dual eligible beneficiaries. Provide an opportunity for stakeholders to give feedback and share information about policy, operations, and strategy for upcoming changes for Medicare and Medi-Cal.
- » The goal of the workgroup is to collaborate with stakeholders on statewide MLTSS and Exclusively Aligned Enrollment Dual Special Needs Plan (D-SNP) enrollment, including the transition of the Coordinated Care Initiative (CCI) and Cal MediConnect (CMC), the D-SNP look-alike transition, and new enrollment in exclusively aligned enrollment D-SNPs.
- » Open to the public. [Charter posted](#) on the Department of Health Care Services (DHCS) website.
- » ***We value our partnership with plans, providers, advocates, beneficiaries, caregivers, and the Centers for Medicare & Medicaid Services (CMS) in developing and implementing this work.***

Agenda

- 11:00 – 11:05 Welcome and Introductions
- 11:05 – 11:15 Cal MediConnect (CMC) Transition Noticing Update
- 11:15 – 11:25 Overview: CMC and D-SNP Outreach
- 11:25 – 11:55 Panel: Local Community Outreach: Previous and Future Efforts
- 11:55 – 12:20 Breakout Room Sessions
- 12:20 – 12:50 Breakout Room Report Outs and Panel Reaction
- 12:50 – 12:55 Next Steps and Upcoming Meeting Topics
- 1:00 Closing

Cal MediConnect Transition Noticing Update

Kerry Branick, Medicare Medicaid Coordination Office, Centers
for Medicare and Medicaid Services (CMS)

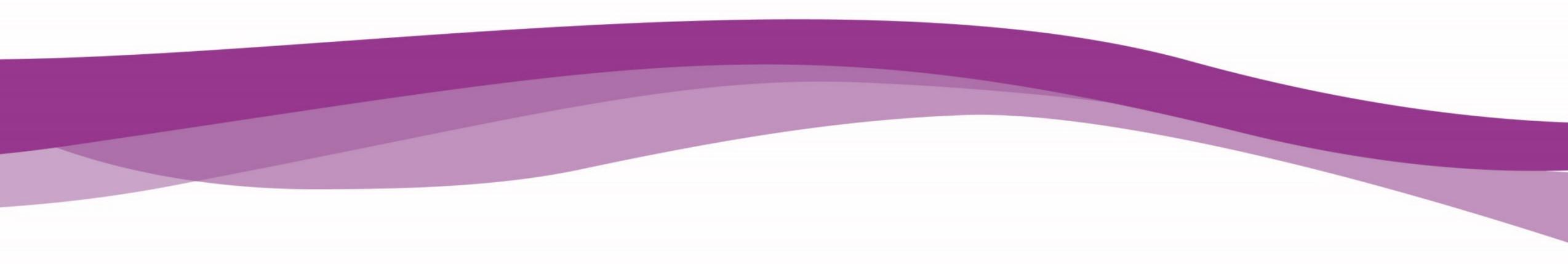
Noticing Update

- » DHCS and CMS are working collaboratively to craft draft beneficiary notices for the Cal MediConnect transition.
- » DHCS and CMS provide draft notices for review and comment.
- » Updated draft notices will be tested directly with beneficiaries through a CMS contract with Mathematica later this winter.
- » Noticing Plan
 - » **October 2022:** CMC Plans will send a mailing containing a 90 Day notice and two inserts: commonly asked questions and a list of other health care coverage options. Plans will do outbound calls.
 - » **November 2022:** CMC Plans will send mailing with second notice and same inserts as October mailing.
 - » **December 2022:** Receiving D-SNPs send welcome packet.

Stakeholder Discussion and Feedback

- » Any questions/comments/feedback on the process of beneficiary testing of notices for the Cal MediConnect transition?

Overview: CMC and D-SNP Outreach for Providers and Partners

The bottom half of the slide features a decorative graphic consisting of several overlapping, wavy, horizontal bands in various shades of purple, ranging from a deep magenta to a light lavender. These bands create a sense of movement and depth, framing the bottom of the text area.

Recap: CMC Outreach in Prior Years

Beneficiaries

- » Beneficiary-facing materials, including a beneficiary slide deck and toolkit
- » Outreach presentations
- » Health fairs for seniors, adults with disabilities, and caregivers

Advocates and Other Professionals

- » Materials for case managers and service providers, such as an advocate slide deck and hospital case manager toolkit
- » Community-based communications workgroups and attended local collaborative and stakeholder meetings
- » Virtual resource fairs for advocates and stakeholders

Providers

- » Provider-facing materials, including a provider slide deck and toolkit
- » Provider webinars and in-person presentations to physicians and their office staff

Successful Strategies from CMC Outreach

- » Build rapport and strengthen relationships with community stakeholders, e.g., through local, county-based communications workgroups.
- » Develop accessible outreach materials to educate beneficiaries about their health care options.
- » Equip social service providers and other community-based organizations (CBOs) with the knowledge to educate the dually eligible beneficiaries they serve.
- » Create tailored materials for providers and conduct focused provider outreach, including partnering with health plans to effectively reach providers.
- » Encourage stakeholder participation and feedback throughout material development.
- » Use both in-person and virtual approaches to reach a variety of audiences.

Proposed Provider and Partner Outreach Goals for 2023 CMC Transition and New D-SNP Enrollment

Three Strategic Goals:

1. Educate providers and CBOs about the Exclusively Aligned Enrollment D-SNPs and equip them with the information and tools to help beneficiaries through the transition and support new enrollment into D-SNPs.
2. Build and strengthen relationships between Health Insurance Counseling and Advocacy Programs (HICAP), ombudsman, health plans, long-term services and supports (LTSS) providers, county agencies, and CBOs.
3. Establish stakeholder buy-in for the initiative and increase understanding of and participation in integrated care.

Proposed Provider and Partner Outreach Strategy for 2023 CMC Transition and New D-SNP Enrollment



Audiences of Focus

Providers

Community-Based
Organizations



Outreach Activities

Educational Presentations

Town Halls

Communications Workgroups

Stakeholder Meetings

Health Fairs and Conferences



Outreach Materials

FAQs

Slide Decks

Fact Sheets

Contact Sheets

Audiences of Focus

Providers

- Physicians
- Physician office staff
- Hospitals
- LTSS service providers
- Medical social workers
- Community health workers
- Others as identified

Community-Based Organizations

- Area Agencies on Aging and HICAP
- Independent Living Centers
- Senior centers
- Disability programs
- Social service agencies
- County departments on aging
- Others as identified

Proposed Outreach Activities

- » **Educational Presentations:** Reach audiences of focus such as providers, their staff, and In-Home Supportive Services (IHSS) social workers to prepare them to help beneficiaries with the transition and support beneficiaries enrolling in D-SNPs.
- » **Town Halls:** Host regional events in partnership with key stakeholders to share information about the transition and new D-SNP enrollment.
- » **Communications Workgroups:** Facilitate county-based workgroups to get feedback, develop materials, and conduct outreach activities.
- » **Stakeholder Meetings:** Participate in local collaboratives by delivering outreach reports and sharing information and materials about the transition and new D-SNP enrollment.
- » **Health Fairs and Conferences:** Conduct outreach at events aimed to reach providers and CBOs.
- » **Beneficiary Outreach:** Generally, a separate effort, led by health plans, in partnership with providers and CBOs, with overall support from DHCS and CMS.

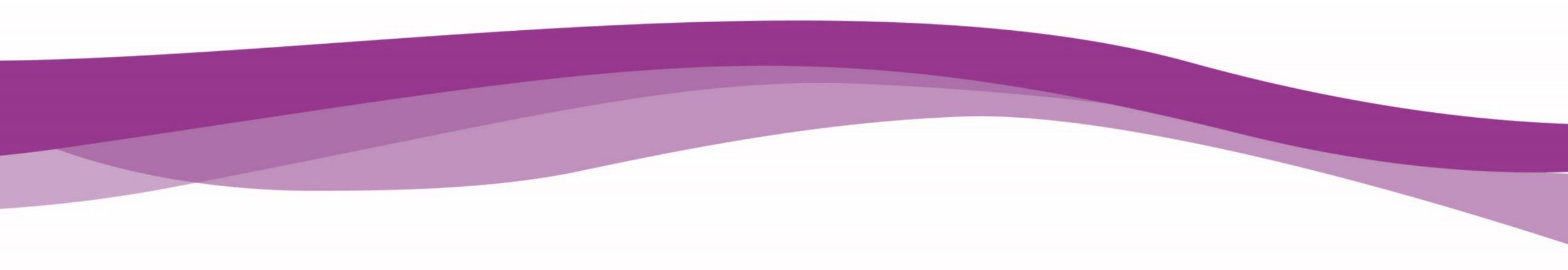
Proposed Provider and Partner Outreach Materials

- » **Slide decks:** Used to educate providers and CBOs, includes an overview of the new D-SNP enrollment and CMC transition.
- » **FAQs:** Tailored for providers and CBOs and developed in partnership with the local communications workgroups.
- » **Fact Sheets:** Summarize information about the transition, as well as the benefits of exclusively aligned D-SNPs and Medi-Cal plans. Tailored to specific stakeholders, including HICAP/other CBO counselors, physicians, social service providers, beneficiaries, etc.
- » **Contact Sheets:** Help identify key contacts in a county, such as health plans, ombudsman entities, and HICAP.

Questions/Comments

- » Feedback/questions/comments on provider and partner outreach strategy?

Panel: Local Community Outreach Previous and Future Efforts





Center for
Health Care Rights

Outreach to Duals: CHCR's Best Practices

Stephanie Fajuri, Senior Program
Manager/Staff Attorney



SHIP

State Health Insurance
Assistance Program

Navigating Medicare

(800)824-0780 to schedule an appointment with a
HICAP counselor/ visit **www.healthcarerights.org**

Center for Health Care Rights (CHCR)/ LA County HICAP

Duals outreach:

- Provide counseling services, training materials, and educational/promo flyers in multiple languages and written for low-literacy audiences
 - Hire bilingual staff; language line, interpreters, translation for other languages
 - CHCR also offered certain resources in Braille, large print, and audio CD during the CCI roll-out
- Ensure counseling and trainings provide overview of **ALL** coverage options for duals, not just managed care/CMC plans; also discuss balance billing and coordination of benefits
 - Coverage for duals is not one-size-fits all; many duals have relationships with doctors/providers that they would not be able to access via managed care.

Center for Health Care Rights (CHCR)/ LA County HICAP

Duals outreach:

- Publicize assistance provided to duals in newspapers, with elected officials, via our e-newsletter, and radio/tv
- Provide in-service trainings for social service providers who serve duals, in addition to outreach to duals and their caregivers directly (especially during Covid-19 pandemic)
- Ensure community education events are in a wide variety of locations:
 - Housing sites, senior centers, hospitals, houses of worship, other social service agencies, etc.
- Frequent internal trainings on CCI/Cal AIM to anticipate notices duals will receive from DHCS

Presented by Jack Dailey

Cal MediConnect Ombuds Services Program

Health Consumer Alliance Coordinator/Director of Policy and Training

Lessons Learned: CMC OSP Outreach Efforts



Lessons Learned:

CMC OSP Outreach Values, Strengths, and Priorities

- Local, independent, and trusted
- Culturally and linguistically representative staff
- Engage consumers where they are
- Remaining flexible and creative during the pandemic
- Educate and partner with trusted CBOs, provider groups, and agencies serving dual eligibles.



A Public Agency

OneCare Connect
CalOptima
Better. Together.

OneCare Connect Cal MediConnect Plan (Medicare-Medicaid Plan)

Cal MediConnect (CMC) Outreach Campaign

Maria Wahab, Manager, Member Outreach and
Education

Outreach Campaigns

- Dual Eligible Member Activities
 - Call Campaign to Dual eligible members for CMC or D-SNP
 - Participating in community events focused on duals
 - Hosting CMC member recognition activities
 - Partnerships with community-based organizations and community stakeholders
 - Partnership with Aurrera Health Group: member events
- Provider Outreach and Education Activities
 - In-services
 - Partnerships with medical groups
 - Partnership with Aurrera Health Group: town hall meetings and webinars

Sales and Marketing Strategy: Marketing and Advertising Campaign FY21–22

Marketing	Advertising
OCC Sales Presentation	Billboards (3 versions)
Brochures: Large and standard sizes	Transit Shelters (3 versions)
Direct Mail: OCC Sales Brochure with Business Reply Card (3 Versions)	Print Ads: Gym, Over the Counter Products, Telehealth, Transportation, Vision and Worldwide Coverage
Direct Mail: Age-In Member Notices + Business Reply Card (3 Versions)	Radio Ads: Over the Counter Products, Transportation, Vision and Worldwide Coverage
Event Invitation (TBD if events resume)	Hyperlocal Ads (3 versions) **NEW**
FAQ (handout for Community Relations team)	TV Ad **NEW**
Member Marketing Packet (electronic)	
Retention Mailers: 5 mailings, each with a promotional item	



Our Mission

To provide members with access to quality health care services delivered in a cost-effective and compassionate manner

Breakout Room Discussions

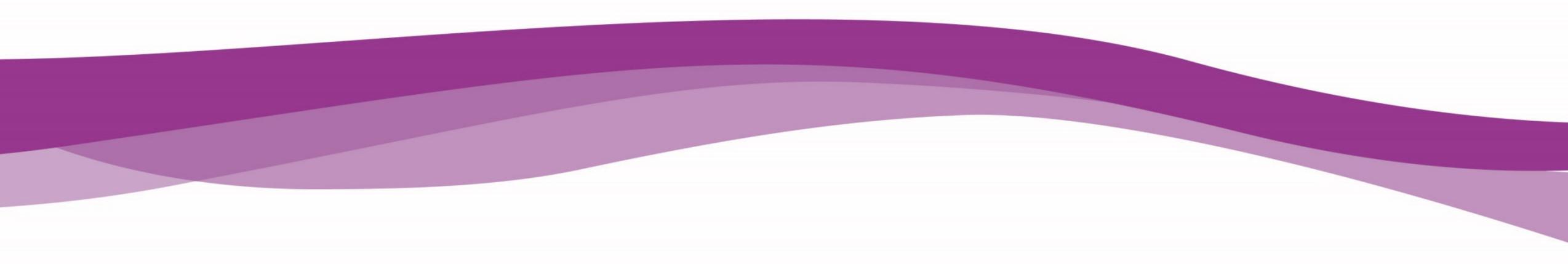
- » Breakout room sessions will be 20-minutes long.
- » Participants will be automatically placed in breakout rooms.
- » Each breakout room will be staffed with a note taker who will help to pose questions and take notes on the discussion.
- » Each breakout room will need to choose one participant who will report out to the larger group when the breakout session concludes.
- » We will have as many groups report out verbally as time allows, which is why written feedback is so important!

Discussion Questions

- » What are some promising practices for provider and partner outreach to beneficiaries in 2022 and 2023?
 - » Pick your top three to share with the broader group.
- » What materials, supports, and events would be helpful to support outreach in 2022, from Aurrera, DHCS, and CMS?

***Choose one person who will write promising practices in the chat and share with the broader group.**

Breakout Group Report Outs



Panel Reaction

» What are your reactions to the breakout group feedback?

Topics for Upcoming Meetings

Future topics may include, but not limited to:

- » Beneficiary communications and integrated member materials
- » Cal MediConnect transition process and status
- » 2023 State Medicaid Agency Contract (SMAC)
- » Care coordination
- » Data sharing
- » Quality reporting

Next Steps

- » Next MLTSS & Duals Integration Stakeholder Workgroup meeting: **Thursday, January 20, 2022, at 10 a.m.**
- » Next CCI Stakeholder Webinar: **Thursday, December 9, at 11 a.m.**