Innovations in Member Engagement in Rural Areas

Continuing Education (CE) Activity Information & Instructions
(Enduring Activity #: WE-E11272018-MMCO)

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**Activity Information**

**Activity Description**
In 2013, 27 percent of individuals who received coverage through both Medicare and Medicaid lived in a rural area.[1] Dually-eligible beneficiaries living in rural areas often contend with distance and transportation barriers, a shortage of primary care providers, and limited access to specialty care. As such, health plans serving dually-eligible beneficiaries in rural areas may require creative strategies to overcome barriers to member engagement. This webinar focused on how plans conduct initial outreach, build connections, and establish trust with rural dually-eligible enrollees, as well as engagement strategies to assist them in managing their health. Speakers shared practical tips along with observed outcomes.

Please click below to access the recorded webinar: [https://resourcesforintegratedcare.com/MemberEngagement/2018_ME_Webinar/Rural_Health](https://resourcesforintegratedcare.com/MemberEngagement/2018_ME_Webinar/Rural_Health).


**Target Audience**
This activity is designed for all health care professionals.

**Learning Objectives**
By the end of this activity, participants should be able to:
- Identify barriers and challenges to member engagement in rural areas
- Recognize strategies for engaging dually-eligible beneficiaries in rural areas
- Identify effective approaches to building trust such as addressing social needs
- Recognize strategies for using case management to engage rural members in managing their health

**Participation**
Watch the recorded webinar linked to in the Activity Description section of this document, and access and complete the assessment and evaluation, per the Instructions for Continuing Education Credit, at the end of this document.

**Speaker Bios & Disclosures (alphabetical by last name)**
No one in a position to control the content of this activity has anything to disclose. All planners and developers of this activity have signed a disclosure statement indicating any relevant financial interests. This activity was developed without commercial support.

Jennifer Bundy, RN, MSN, presenter, has been employed with PrimeWest Health, a county-based purchasing health plan, for over 11 years. Ms. Bundy is currently the Director of Care Management and has conducted seminars, webinars, and one-on-one training related to case management.

Ms. Bundy earned her Master of Science degree in Nursing from the University of Alabama.
Terry Cumpton, presenter, has been with the Centers for Medicare & Medicaid Services (CMS) since 2002, and has been serving as Special Assistant to the Regional Administrator since 2005. Ms. Cumpton has been the Regional Rural Health Coordinator since 2007. In this role, she is responsible for helping rural patients, clinicians, and facilities understand CMS rules and requirements.

Jamie Hanes, LBSW, presenter, has 17 years of case management experience and has been employed by Upper Peninsula Health Plan (UPHP), a managed care organization, since January 2013. She currently serves as the Clinical Services Assistant Manager for Case Management at the health Plan, with a specific focus on the dually-eligible population. Ms. Haynes worked with home and community-based waiver programs for seven years prior to her employment with UPHP and has managed the home and community-based waiver program for the dually-eligible population at the health plan for the past five years. Her experience also includes working with home and community based services for long-term care and nursing home transition services and supports. In addition, Ms. Haynes has several years as a Foster Care Case Manager.

Ms. Haynes earned a Bachelor of Social Work degree from Northern Michigan University.

Caroline Loeser, BS, developer/planner, is a Research Consultant at the Lewin Group. Ms. Loeser brings expertise related to technical assistance, program support, and developing products for providers serving individuals with severe mental illness and substance abuse. At Lewin, Ms. Loeser supports several Federal contracts with the Centers for Medicare & Medicaid Services (CMS). Her current work focuses on providing technical assistance and performing qualitative data analysis for the Health Care Innovation Awards Round Two (HCIA2). In addition, Ms. Loeser supports Lewin in engaging subject matter experts and key informants to shape products, resources, and tools for providers who serve Medicare-Medicaid enrollees.

Ms. Loeser earned a Bachelor of Science degree in Public Health and Tropical Medicine from Tulane University.

Elizabeth Warfield, BSN, RN, presenter, began her employment with PrimeWest Health in May of 2015 as a Registered Nurse Care Coordinator. Ms. Warfield is a Certified Public Health Nurse and is currently the Special Needs Plan Manager. In this role, she provides education for county case managers in PrimeWest Health’s 13 rural Minnesota counties. Her education responsibilities include developing the quarterly county case manager newsletter, web-based training, slide presentations, and coordination of multiple face-to-face regional trainings throughout the year.

Ms. Warfield earned a Bachelor of Science degree in Nursing from Presentation College.

Continuing Education Credit Information

Continuing Education Credit
International Association for Continuing Education and Training (IACET)
The Centers for Medicare & Medicaid Services (CMS) is authorized by IACET to offer
0.1 Continuing Education Units (CEUs) for this activity. CEU will be awarded to participants who meet all criteria for successful completion of this educational activity. CEU credit for this course expires at midnight on November 27, 2020.
Accreditation Statements
Please click here for accreditation statements.

Instructions for Continuing Education Credit

The Medicare Learning Network® (MLN) recently upgraded its Learning Management System (LMS).

If you were already registered in the former MLN Learning Management System (LMS), you do not need to create a new login or password. However, the appearance of the system and instructions for registering, logging-in, accessing courses, and obtaining certificate information have all changed.


Learning Management System (LMS) Instructions
In order to receive continuing education credit for this enduring activity, you must pass the session post-assessment and complete the evaluation. The continuing education post-assessments and evaluations are being administered through the Medicare Learning Network®.

The post-assessment will be available on the Medicare Learning Network® (MLN) Learning Management System (LMS). Participants will need to login or register, to access the post-assessment.

Registering To Take a Post-Assessment
If you have previously taken Medicare Learning Network® (MLN) web-based training (WBT) courses, you may use the login ID and password you created for those courses. If you are a new user, you will need to register.

Already have an account with the MLN LMS?
To login (if you already have an account):
1. Go to the LMS Homepage https://learner.mlnlms.com
2. Enter your login ID and password and click on “Log In”

Don’t have an account with the MLN LMS?
Accessing the LMS/registering if you have NO account
• Need step by step instructions with screen shots?
• Forgot your password?
• Want to edit your account information?

How do I create an account?
1. Go to the LMS Homepage https://learner.mlnlms.com
2. Select “Need an Account?”
3. Enter information for all the required fields (those with asterisks)
*NOTE: Your login ID is case sensitive. Your password must include at least the following:
Eight characters
- One number
- One lowercase letter
- One uppercase letter
- One of the following six symbols: ! @ $ % & ?

You may select “Other” for the “Health Care Provider” and “Health Care Facility Type” fields. You may select “Other” or “None” for the “Association” field, if you are not associated with an association or your’s is not listed.

4. At the “Select Organizations” screen, type “CMS” in the “Find Organization” field, and select “Search.” Select “CMS-MLN Learners Domain – Organization,” and select “Save”
5. Complete the “Time Zone,” “Region,” and “# of Records (per page)” fields
6. Select “Create” to create your LMS account
7. A verification code will be sent to your email address that was used to create the new account. Enter the code and select “Go”

Add MLN@cms.hhs.gov to your address book to prevent MLN communications from going to your spam folder.

Finding the Post-Assessment
1. Log In at https://learner.mlnlms.com
2. Enter title “Innovations in Member Engagement in Rural Areas” in the “Browse Catalog” box. If you do not see the “Browse Catalog” box, you will need to open your browser more
3. Click on the title in the dropdown, scroll to the bottom of the page
4. Click “Enroll,” scroll to the bottom of the page
5. Click “Access Item,” scroll to the bottom of the page
6. Click “Post-Assessment,” open item

Accessing Your Transcript and Certificate
To complete the course and get your certificate, you must complete the course evaluation. Please click here for instructions for completing the evaluation and accessing your transcript and certificate.

For questions regarding continuing education credit contact CMSCE@cms.hhs.gov via email.

Hardware/Software Requirements
Please click here for hardware and software requirements.

CMSCE Program Policies
Please click here for CMSCE Program Policies.

CMS Privacy Policy
Please click here for CMS’ Privacy Policy.
Help
For questions regarding the content of this activity, or technical assistance with the Medicare Learning Network® (MLN) Learning Management System (LMS), your assessment, or certificate, contact CMSCE at CMSCE@cms.hhs.gov via email.