



Member Engagement Series: Recruiting Members and Supporting Participation in Plan Governance

Continuing Education (CE) Activity Information & Instructions *(Enduring Activity #: WE-E03052019-MMCO)*

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Activity Information

Activity Description

Member engagement in plan governance plays a significant role in shaping the development and refinement of plan policies and procedures that address the needs, preferences, and values of members and their families and caregivers.[1] The first webinar of this series, *Successfully Engaging Members in Plan Governance*, covered strategies for engaging members in plan governance and the positive impact member engagement can have on plans.

This second webinar in the series focused on recruiting members who represented diverse experiences and supporting member participation to ensure feedback is robust and useful. Specifically, this webinar shared strategies for recruiting members who have the capacity, skills, time, and motivation to engage in plan governance activities. It also provided promising practices for supporting members to overcome barriers to regular and meaningful participation. Speakers provided lessons from their work recruiting, supporting, and training members participating in a variety of governance bodies, including advisory councils and governing boards. Finally, individual members shared their first-hand experiences as participants in these bodies and offer their insights on how to identify, motivate, and support people with complex health and social needs.

Please click below to access the recorded webinar:

https://resourcesforintegratedcare.com/MemberEngagement/2019_ME_Webinar_Series/Recruiting_Members_and_Supporting_Participation_in_Plan_Governance.

[1] Centers for Medicare & Medicaid Services. (n.d.). Person & Family Engagement Strategy: Sharing with Our Partners. Retrieved from <https://www.cms.gov/Medicare/Quality-Initiatives-Patient-Assessment-Instruments/QualityInitiativesGenInfo/Downloads/Person-and-Family-Engagement-Strategy-Summary.pdf>.

Target Audience

This activity is designed for all health care professionals.

Learning Objectives

By the end of this activity, participants should be able to:

- Recognize strategies health plans use for recruiting a diverse group of members for roles in plan governance
- Identify approaches for addressing logistical barriers to member engagement by providing transportation, stipends, or other supports
- Describe strategies for supporting effective member participation through training and creating an environment that encourages members to offer insights

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.

Macayla Arsenault, presenter, has been employed by the Central Oregon Health Council (COHC) since September 2014 and has served as the Project Coordinator since December of 2015. In this role, Ms. Arsenault facilitates several committees aimed to improve the health and wellbeing of Central Oregonians. One of these committees, the Community Advisory Council (CAC), is a group of Medicaid consumers and individuals who work closely with Medicaid to provide input and guidance to the COHC and the local coordinated care organization based on their own experiences interacting with the healthcare system.

Ms. Arsenault earned a Bachelor of Science degree in Health Management and Policy from Oregon State University.

Deanne Gagne, BS, presenter, has been a Member of the Integrity Member Advisory Committee at the Neighborhood Health Plan of Rhode Island since December 2016. Ms. Gagne will be sharing her experience on this council to provide a member perspective.

Ms. Gagne earned a Bachelor of Science degree in Social Work from Rhode Island College.

Angela George, MSPH, developer/planner, has been employed as a Senior Consultant with the Lewin Group, a healthcare and human services policy consulting firm, since July 2011. She has supported numerous contracts for Federal clients. Ms. George has supported the development of numerous webinars and technical assistance products as part of the Resources for Integrated Care Series. At Lewin, her work focuses on projects related to the dually-eligible population, behavioral health, and the diffusion of promising provider practices.

Ms. George earned a Master of Science in Public Health degree, with an emphasis in Health Policy, from the Bloomberg School of Public Health at Johns Hopkins 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.

Linda McCoy, presenter, has almost 40 years of experience working with the serious and persistent mental illness (SPMI) population. She has been a Board Member of the Central Oregon Health Council (COHC) since 2011 and serves as the Consumer Representative. Ms. McCoy was instrumental in launching the Community Advisory Council in August 2011. Her experience includes teaching the National Alliance on Mental Illness (NAMI) Family-to-Family classes and

working as a Individual Peer Support Specialist for a Community Engagement Team assisting SPMI and substance use disorder (SUD) patients to reduce emergency department utilization.

Ms. McCoy earned her Qualified Mental Health Associate credentials from Project Able in Salem, Oregon.

Ken Pariseau MS, presenter has been employed by Neighborhood Health Plan of Rhode Island for the past 19 years. During his tenure, Mr. Pariseau has served in different roles throughout the health plan and is currently serving as the Member Experience Advisor. His experience includes facilitating member advisory committees for different product lines for the past 15 years. These member advisory committees include members, care-givers, community advocates, and service partners. His experience also includes presenting at national conferences on "bringing the voice

of the member into the health plan," by engaging members and community partners in advisory committees.

Mr. Pariseau earned a Master of Science degree in Health Care Management from Lesley University and a Masters in Social Work from Boston University.

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 0.2 Continuing Education Unit (CEU) 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 March 5, 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.

For more information on the new LMS, please visit <https://www.cms.gov/Outreach-and-Education/Medicare-Learning-Network-MLN/MLNProducts/Downloads/LMPOS-FAQs-Booklet-ICN909182.pdf>.

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 **“Member Engagement Series: Recruiting Members and Supporting Participation in Plan Governance”** 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.