

Recruiting Members and Supporting Participation in Plan Governance

Credit Information

▪ If you are a **social worker in a National Association of Social Workers (NASW) state** and would like to receive CE credits through NASW for this event, please complete the pre-test posted here:

https://www.surveymonkey.com/r/MEPGS2_PreTest

- You will also be required to complete a post-test; a link to this test will appear at the end of the presentation.

▪ For more information about obtaining CE credit for **social workers in non-NASW states, psychologists, PAs, nurses (NP, APRN, RN, LPN), pharmacists, marriage and family counselors, etc.** via the Centers for Medicare & Medicaid Services Learning Management System, please visit:

https://resourcesforintegratedcare.com/sites/default/files/RecruitingandSupportingMembers_PreWebinar_Continuing_Education_Credit_Guide_0.pdf

Audio and Platform Information

▪ The audio portion of the presentation will automatically stream through your computer speakers. If you experience challenges with the audio, please click the phone icon at the bottom of the screen for dial-in information.

▪ If you are experiencing any technical difficulties with this platform, please use the Q&A feature for assistance or click the help button for additional information.

March 5, 2019

Recruiting Members and Supporting Participation in Plan Governance



Overview

- This is the second session of the *Member Engagement in Plan Governance* webinar series
- Each session will be interactive (e.g., polls and interactive chat functions), with 60 minutes of presenter-led discussion, followed by 30 minutes of presenter and participant discussions
- Video replay and slide presentation are available after each session at: <https://www.resourcesforintegratedcare.com>

Accreditation

- **Individuals are strongly encouraged to check with their specific regulatory boards or other agencies to confirm that courses taken from these accrediting bodies will be accepted by that entity.**
- The Centers for Medicare & Medicaid Services (CMS) is accredited by the International Association for Continuing Education and Training (IACET) for Continuing Education Units (CEU).
- The National Association of Social Workers (NASW) is accredited to provide continuing education for social workers.

Continuing Education Information

If You Are A:	Credit Options	Requirements
Option 1: National Association of Social Workers		
Social Worker	<p>The National Association of Social Workers designates this webinar for a maximum of 1 Continuing Education (CE) credit hour.</p> <p>Please note: New York, Michigan, and West Virginia do not accept National CE Approval Programs for Social Work. New Jersey, Idaho, and Oregon do not recognize NASW National Approval.</p>	<ol style="list-style-type: none"> 1. Complete the pre-test at the beginning of the webinar 2. Complete the post-test with a score of 80% or higher by midnight March 6, 2019
Option 2: Centers for Medicare & Medicaid Services (CMS)		
Other	<p>The Centers for Medicare & Medicaid Services (CMS) is evaluating this activity for continuing education (CE) credit. The number of credits awarded will be calculated following the activity based on the actual learning time. Final CE information on the amount of credit will be available to participants within the Learning Management System (LMS) after the live activity.</p>	<p>Complete the post-test through CMS' Learning Management System with a score of 80% or higher by midnight March 25, 2019</p>

Support Statement

- This webinar is supported through the Medicare-Medicaid Coordination Office (MMCO) in the Centers for Medicare & Medicaid Services (CMS) to help beneficiaries dually eligible for Medicare and Medicaid have access to seamless, high-quality health care that includes the full range of covered services in both programs. To support providers in their efforts to deliver more integrated, coordinated care to dually eligible beneficiaries, MMCO is developing technical assistance and actionable tools based on successful innovations and care models, such as this webinar.
- To learn more about current efforts and resources, visit Resources for Integrated Care at:
<https://www.resourcesforintegratedcare.com>

Introductions

- **Ken Pariseau**

Member Experience Advisor,
Neighborhood Health Plan of Rhode Island



- **Deanne Gagne**

Consumer Member,
Neighborhood Health Plan of Rhode Island
Advisory Committee

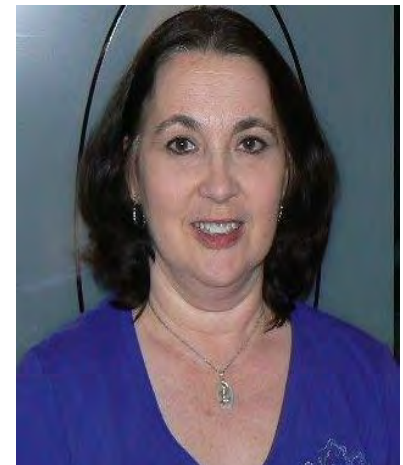


Introductions

- **MaCayla Arsenault**
Project Coordinator,
Central Oregon Health Council



- **Linda McCoy**
Consumer Member and Chair,
Central Oregon Health Council Advisory
Council



Learning Objectives

- 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

Webinar Outline/Agenda

- Polls
- Member Engagement in Neighborhood Health Plan of Rhode Island Plan Governance
- Member Engagement in Central Oregon Health Council Plan Governance
- Panel Discussion
- Q&A
- Evaluation

Member Engagement in Plan Governance



Ken Pariseau

Member Experience
Advisor



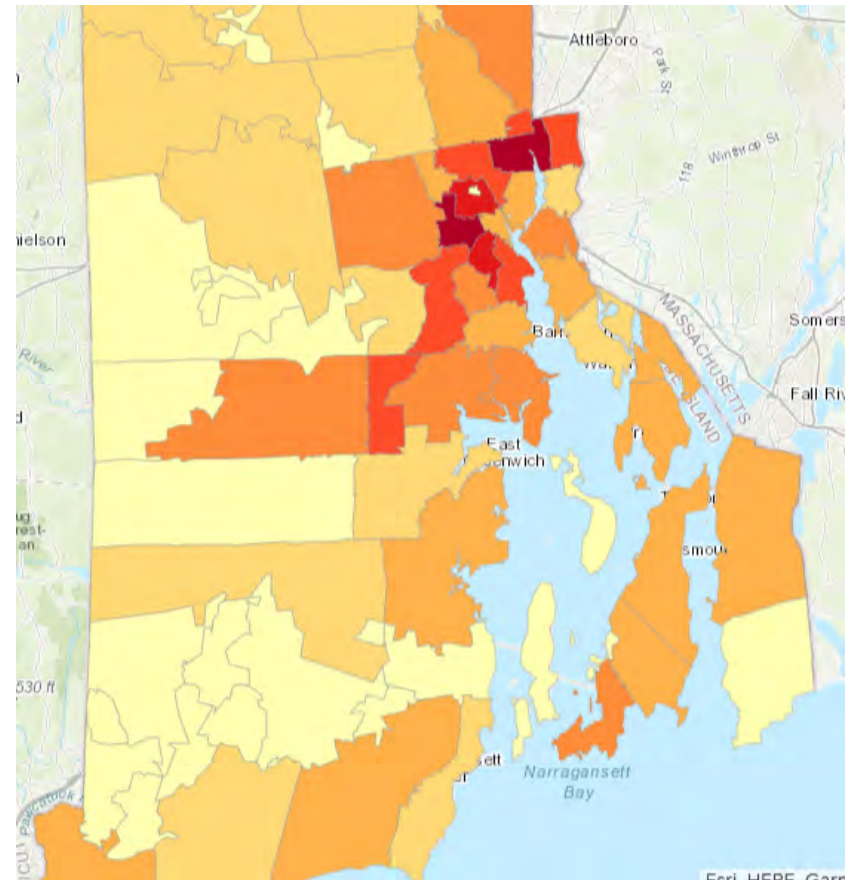
Deanne Gagne

Member, Member
Advisory Committee

About Neighborhood Health Plan of Rhode Island (NHPRI)

- Not-for-profit health insurance company established 25 years ago
- Serves about 195,000 members, or one out of every five Rhode Islanders
 - About 80 percent are Medicaid eligible
- Medicare-Medicaid Plan (MMP), INTEGRITY, serves about 16,000 dual eligible members

NHPRI Membership Heat Map



NHPRI Member Advisory Council

- First Member Advisory Council (MAC) meeting held December 2016
- Current MAC participants include:
 - Members
 - Parents and caregivers of members
 - Community Advocate from Senior Agenda Coalition of RI
 - Community Housing Provider: a residential service coordinator in a senior/disability housing facility
 - NHPRI Staff
 - INTEGRITY Staff: Assistant Product Manager, Operations Oversight Manager
 - Quality Improvement Staff
 - Member Advocate
 - Member Experience Advisor

NHPRI MAC

- Meetings held quarterly, during lunchtime, at a Community Health Center in Providence, Rhode Island
- Agenda may include:
 - Follow-up on previous meeting items
 - NHPRI updates, e.g., new behavioral health vendor, new pharmacy benefit manager, new member ID cards
 - Feedback from members regarding health plan improvement activities and health plan member materials
 - Open discussion time for MAC members to share issues they are aware of and suggest improvements
 - Business area presentations, e.g., care management, behavioral health, quality improvement plans

NHPRI MAC Recruitment and Selection

- NHPRI recruits members through a variety of channels, including referrals from:
 - The NHPRI Member Advocate
 - Care Management team
 - Member Services department
 - Community partners, including the Senior Agenda Coalition and Advocates in Action
 - Current MAC members
- NHPRI also seeks to recruit members who are involved in the state's Implementation Council for the Medicaid-Medicare Financial Alignment Demonstration in Rhode Island
- NHPRI seeks members who are actively engaged in improving the plan, who will bring ideas to the table, and who are engaged with other members
- No term limits at this stage

NHPRI MAC: Examples of MAC Feedback

- Suggestions for improvements in policies and procedures
 - MAC members reported that they did not know about the 24/7 nurse advice line and that other members would have difficulty accessing information about it
 - Feedback sent to the INTEGRITY Quality and Operations committee
 - **Action taken:** Information on website is more easily accessible and the phone number is now printed on new member ID cards

- Feedback on new member-facing materials
 - The Health & Wellness Specialist attended the MAC to review a draft of the flu season post card NHPRI planned to send to members
 - MAC members offered suggestions, such as indicating that the flu shot would be free, being more specific about pharmacies that may offer the shot, and improvements to the design of the card
 - **Action taken:** The flu season post card language and design was revised in accordance with most of the MAC feedback, including the language “You can get your flu shot with no cost to you”

Member Engagement in Plan Governance



MaCayla Arsenault

Project Coordinator



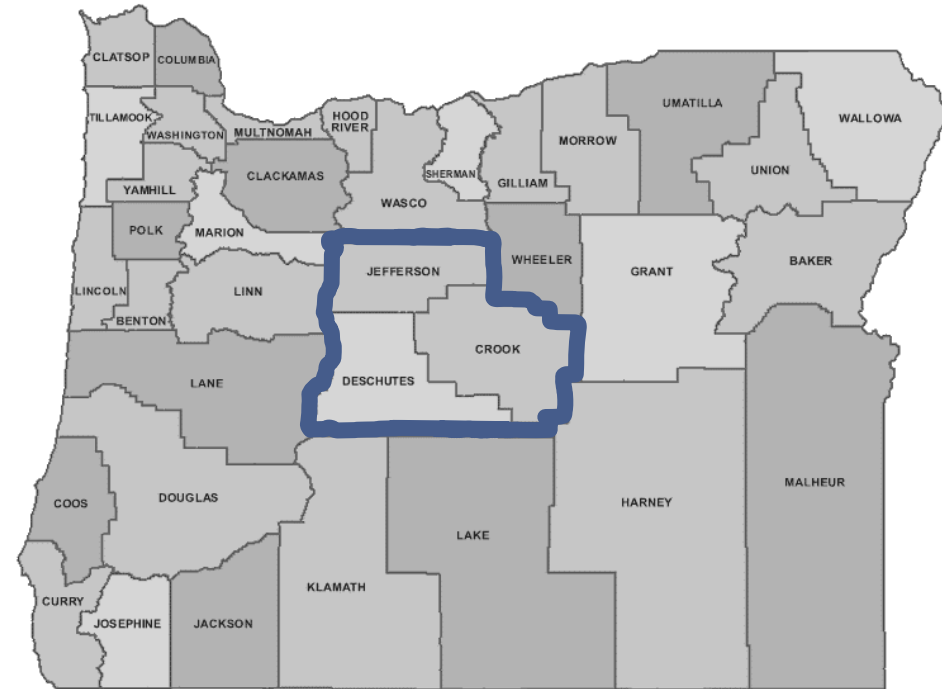
Linda McCoy

Member, Board of Directors
Chair, Consumer Advisory
Council

About Coordinated Care Organizations (CCOs)

- Oregon established Coordinated Care Organizations (CCOs) in 2012
- CCO are locally governed Accountable Care Organizations (ACOs) that provide comprehensive and financially integrated care for the Medicaid population in Oregon
- There are 15 CCOs distributed regionally across Oregon
 - This includes PacificSource Community Solutions, serving Central Oregon

PacificSource Community Solutions Service Area*



*also includes some areas of northern Klamath County

About the Central Oregon Health Council (COHC)

- COHC was established in 2011 as the governing entity for PacificSource Community Solutions
 - PacificSource Community Solutions serves approximately 48,000 Medicaid beneficiaries in Central Oregon; of those, about 1,600 also have Medicare
- COHC gives PacificSource Community Solutions members a voice at the table through the COHC Community Advisory Council and a seat on the COHC Board of Directors, closing the distance between consumer experiences and health care administration

COHC Community Advisory Council (CAC)

- 11 total CAC members, including 6 consumer members
 - Representatives include persons with disabilities
 - Community representation from public health, school district, behavioral health, and the Latino community
 - Three year terms
- Monthly meetings rotate around our region for easier access
 - Though most attend in person, call-in and video conference options are provided
 - Locations include public health departments and county buildings
 - COHC provides mileage reimbursement and transportation vouchers
- Example of impact
 - Following news reports on immunization exception rates, the CAC requested COHC set up a panel to share data and information about the issue
 - CAC recommended the creation of a Task Force, which CAC members participated in
 - **Result:** Task Force decided to implement the Center for Disease Control and Prevention's (CDC) Assessment, Feedback, Incentives, eXchange (AFIX) program; Program was funded and immunization rates rose

COHC CAC Recruitment and Selection

- To recruit members for the CAC, COHC:
 - Utilizes relationships with community partners that regularly interface with Medicaid members, such as community health workers
 - Empowers CAC members to spread the word about the CAC, and provides CAC members with informational flyers and “business cards”
 - Provides information about the CAC on member-facing materials
 - Invites the community and members to the meetings. Meetings are public and include time for public comment
- We seek members who are already engaged in the health system or who represent diverse, relevant communities (e.g. disability, Latino)
- Three year terms for CAC members, can re-apply

COHC Board of Directors

- 15 Board members including:
 - Two CAC members, one of whom is a consumer member
 - Executive leadership from the largest physical, behavioral, and oral health clinics in the area, the Central Oregon Intergovernmental Council, (which has a role in social determinants such as housing, transportation, food, etc.) and Partners in Care, Inc. (an end-of-life care organization)
- Monthly meetings are held back-to-back with CAC meetings to make attendance easier for CAC members
 - Call-in and video conference options are provided
- The COHC Board of Directors and CAC's successful collaborations include:
 - Selecting Regional Health Improvement Plan focus areas, e.g., behavioral health, diabetes, oral health
 - Developing a Communications Plan about the COHC to promote transparency and more public engagement

Panel Discussion: Recruiting Members and Supporting Participation in Plan Governance



Panel Discussion: Recruitment



Deanne, Consumer Member -
Neighborhood Health Plan of
Rhode Island



Linda, Consumer Member and
Chair - Central Oregon Health
Council

Panel Discussion: Member Diversity



Ken, Member Experience Advisor
- Neighborhood Health Plan of
Rhode Island



MaCayla, Project Coordinator -
Central Oregon Health Council

Panel Discussion: Supports and Incentives



Deanne, Consumer Member -
Neighborhood Health Plan of
Rhode Island



Linda, Consumer Member and
Chair - Central Oregon Health
Council

Panel Discussion: Supports and Incentives



Ken, Member Experience Advisor
- Neighborhood Health Plan of
Rhode Island



MaCayla, Project Coordinator -
Central Oregon Health Council

Panel Discussion: Retention



Ken, Member Experience Advisor
- Neighborhood Health Plan of
Rhode Island



MaCayla, Project Coordinator -
Central Oregon Health Council

Panel Discussion: Retention



Deanne, Consumer Member -
Neighborhood Health Plan of
Rhode Island



Linda, Consumer Member and
Chair - Central Oregon Health
Council

Panel Discussion: Training and Onboarding



MaCayla, Project Coordinator -
Central Oregon Health Council



Linda, Consumer Member and
Chair - Central Oregon Health
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Panel Discussion: Training and Onboarding



Ken, Member Experience Advisor
- Neighborhood Health Plan of
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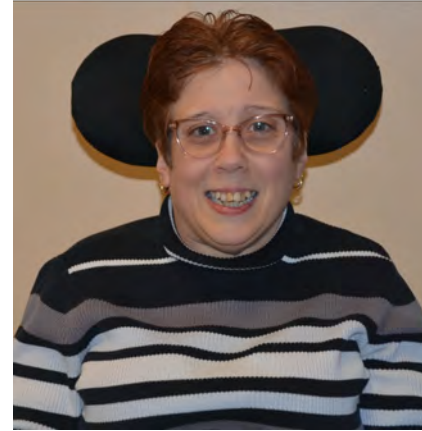
Panel Discussion: Final Thoughts



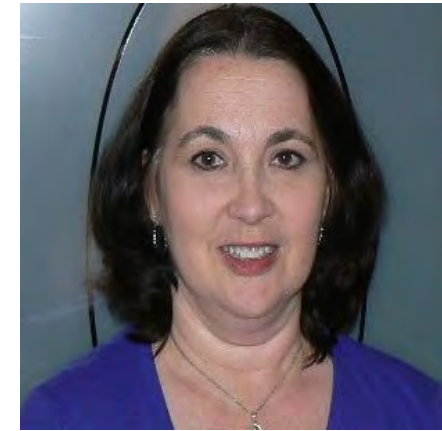
Ken, Member
Experience Advisor -
Neighborhood Health
Plan of Rhode Island



MaCayla, Project
Coordinator - Central
Oregon Health Council



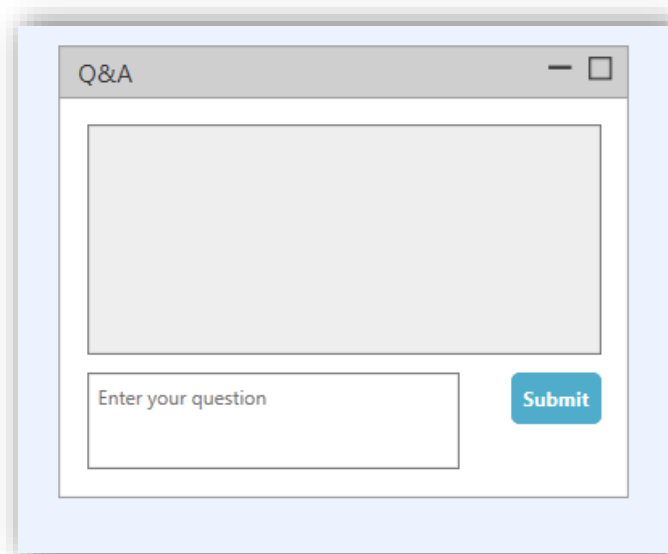
Deanne, Consumer
Member - Neighborhood
Health Plan of Rhode
Island



Linda, Consumer
Member and Chair
- Central Oregon
Health Council

Chat 1

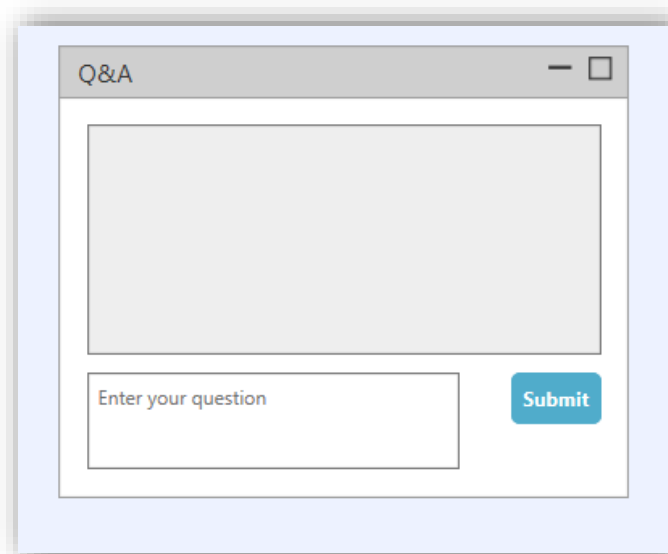
- Of the strategies that you have heard today, what strategies would you like to try at your plan to **recruit** members to participate in plan governance? Are you already using any similar strategies?
 - *Please enter your response in the Q&A box on the left-hand side of your screen*



A screenshot of a web-based Q&A form. The form is titled "Q&A" in the top left corner. It features a large, empty rectangular text area for input. Below this area is a smaller text input field with the placeholder text "Enter your question". To the right of this input field is a blue button labeled "Submit". The entire form is enclosed in a light blue border.

Chat 2

- Of the strategies that you have heard today, what strategies would you like to try at your plan to **support** members participating in plan governance? Are you already using any similar strategies?
 - *Please enter your response in the Q&A box on the left-hand side of your screen*



A screenshot of a web-based Q&A form. The form is titled "Q&A" in the top left corner. It features a large, empty text area for entering a question. Below this area is a smaller text input field with the placeholder text "Enter your question". To the right of this input field is a blue "Submit" button. The entire form is enclosed in a light blue border.

Questions



Resources

- Oregon Health Authority, Community Advisory Councils: Recruiting and Engaging Oregon Health Plan Members - Handbook of Best Practices: <https://www.oregon.gov/oha/HPA/dsi-tc/Resources/CAC%20Best%20Practices%20for%20OHP%20Members%20Handbook.docx>
- Oregon Health Authority, Community Advisory Councils Member Assessment and Recruitment Matrix <https://www.oregon.gov/oha/OHPB/CCODocuments/Reference-Documents/CAC-Member-Assessment-Recruitment-Matrix.pdf>

Thank You for Attending!

- The video replay, slide presentation, and a summary of the Q&A will be available at: <https://www.resourcesforintegratedcare.com>
- If you are applying for NASW CE credit, you must complete the post-test in order to receive credit: https://www.surveymonkey.com/r/MEPGS2_PostTest
- For more information about obtaining CEUs via CMS' Learning Management System, please visit: https://resourcesforintegratedcare.com/sites/default/files/RecruitingandSupportingMembers_PreWebinar_Continuing_Education_Credit_Guide_0.pdf
- Please join us for our next webinar in the series, **Gathering and Using Member Feedback** on March 27, 2019. Register here: https://www.resourcesforintegratedcare.com/MemberEngagement/2019_ME_Webinar_Series/Gathering_and_Using_Member_Feedback_in_Plan_Governance
- If you missed the first webinar in the series, **Successfully Engaging Members in Plan Governance**, you can view the recording here: https://www.resourcesforintegratedcare.com/MemberEngagement/2019_ME_Webinar_Series/Successfully_Engaging_Members_In_Plan_Governance
- Questions? Please email RIC@lewin.com
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Webinar Evaluation Form

- Your feedback is very important! Please take a moment to complete a brief evaluation on the quality of the webinar. The survey will automatically appear on the screen approximately a minute after the conclusion of the presentation.
- We would also like to invite you to provide feedback on other RIC products as well as suggestions to inform the development of potential new resources:
<https://www.research.net/r/MVGNWVJ>