Target Observations

• 900,000 +/- people
• 79% children
• Very diverse demographics
• Significant rural population
Barriers

- Hard to reach populations
- Low educations levels
- “Incidental” users of healthcare
- Lack of trust
Discovery

• Discussions with DHH
• Coordination with Maximus
• Best practices in other states

• Focus Groups
  – Outreach staff
  – Advocates
  – Urban Beneficiaries
  – Rural Beneficiaries
Public Relations Efforts

• Education of the press
  – Already started by DHH
  – Additional educational push in November

• Promotion of enrollment meetings

• Building momentum

• Extending the story

• Reacting to events
Public Relations Efforts

- Editorial board meetings
- Market-by-market media contact regarding promotion of individual meetings
- Market-by-market follow-up with progress reports
- Fielding of requests for information/interviews
Media Campaign

• 30-second cable television across the state
  – High usage within target audience
  – Ability to target specific demographics
Television: :30

- Care
- Support
- Love
- Security

- Heal
- Learn
- Better

- Logo: bayouhealth.com
- Audio: "What's your health insurance? A variety of options. Your choice. Your health is our priority."

- Logo: bayouhealth
- Audio: "In fact, an important decision about your family's health insurance is in your hands. Right now."

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Media Campaign

- Print
  - African-American
  - Hispanic
  - Vietnamese
  - Rural
Requirements

• Copy written to 6th grade level
• High contracts of copy to background
• 12 pt. type
• Stress message of empowerment and choice
• Translations to Spanish and Vietnamese
  – Drive to multi-lingual counselors
Please attend an important meeting about your Medicaid Benefits

Thursday, January 19, 5:00pm
East Baton Rouge Parish Library
Delmont Gardens Branch
3351 Lorraine Street, Baton Rouge

You’re invited to a special meeting just for Medicaid beneficiaries that will go over changes that are being made to Medicaid. Soon, you will be asked to choose a coordinated care network for your family’s medical care.

Don’t miss this important meeting to get information and ask questions. It's all part of how we’re Making Medicaid Better for you family.

MakingMedicaidBetter.com
Collateral – Posters, Brochures

choose

Steps to follow for choosing a Medicaid Coordinated Care Network for your family:

1. Visit a healthcare provider.
2. Visit a healthcare provider.
3. Visit a healthcare provider.
4. Visit a healthcare provider.
5. Visit a healthcare provider.

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<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>10.14</td>
<td>Advocacy Summit</td>
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<tr>
<td>10.15</td>
<td>Secure collaboration agreements with LHA, LSMS, Metro Hospital Council, etc.</td>
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<tr>
<td>10.18</td>
<td>Creative pretesting</td>
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<tr>
<td>11.1</td>
<td>Place collateral information into association communications channels</td>
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<tr>
<td>11.7</td>
<td>Grassroots outreach begins</td>
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<tr>
<td>11.15</td>
<td>Advocacy group coordination</td>
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<tr>
<td>11.15</td>
<td>Immersion events/sites organized</td>
</tr>
<tr>
<td>11.15</td>
<td>Readiness kits mailed GSA “A”</td>
</tr>
<tr>
<td>11.15</td>
<td>Regional provider presentations begin</td>
</tr>
<tr>
<td>11.28</td>
<td>Public relations efforts begin</td>
</tr>
<tr>
<td>11.28</td>
<td>Television/Print campaign launch</td>
</tr>
<tr>
<td>12.1</td>
<td>Postcard 1 mailed GSA “A”</td>
</tr>
<tr>
<td>12.15</td>
<td>ENROLLMENT BEGINS</td>
</tr>
<tr>
<td>12.27</td>
<td>Postcard 2 mailed GSA “A”</td>
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<tr>
<td>1.29</td>
<td>ENROLLMENT ENDS</td>
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Education and Outreach: Direct Outreach
Approach

• Vigorous consumer outreach
  – Comprehensive media efforts
  – Strategic provider education
  – Statewide informational presence
Major Strategies

• Statewide informational presence focusing on geographic accessibility and traditional gathering places
  – Immersion outreach
    • Providing information based at child welfare offices, parish health units, SNAP sites, Louisiana Workforce Commission One-Stops, Health Centers, etc.
  – Choice meetings
    • Offering after-hours and weekend opportunities for recipients to obtain assistance in decision making
Choice Meetings: Direct Interactions

• In process of developing outreach schedule and finalizing database of contacts
• Suggestions still welcome
  – Event timeline: Dec. 15-Jan. 25
• Flyers, posters to be ready for distribution by early November; postcards going to homes
  – CBOs to receive Stakeholder Toolkit
    • Informational packet including samples of materials, processes for choice selections
  – Request: please inform your constituencies
Provider Outreach
Provider Outreach

• Local Medicaid providers are key stakeholders with solid connections to Medicaid/LaCHIP enrollees
• These providers have a vested interest in an orderly transition to CCNs
• Some of their Medicaid/LaCHIP patients will likely ask them questions and/or request assistance regarding CCN Selection
Provider Outreach Plan: Part 1

- Design “provider support” collateral materials that providers will:
  - Inform providers about the CCN selection process
  - Explain how providers can support Medicaid/LaCHIP enrollee selection of a CCN
- Materials will be distributed through collaboration with provider associations
Provider Outreach Plan: Part 2

• Design and deliver “provider support” presentations regionally in collaboration with provider associations:
  – Review the “provider support” materials
  – Deliver current news/updates
  – Address provider questions and compile provider concerns/issues
Rules for Providers

• Limitations on communicating with enrollees
  – Providers CANNOT recommend a specific plan
  – Providers CAN inform patients of what plans they are in
BAYOU HEALTH and You

Plan to Reach Hard-to-Reach Populations in Louisiana
Who Are These Hard-to-reach Populations?

- Adults with mental, physical and/or developmental disabilities
- Children with mental, physical and/or developmental disabilities
- Adults with low literacy skills
- Dual eligible seniors and person with Medicare
Why Focus Targeted Efforts to Reach This Group?

• Traditional mailings may not be as easily understood
• To avoid any confusion that could result in enrollees not accessing needed services
• Greater need for specialized medical services
  – Enrollees/Families must comprehend changes to ensure a seamless transition of services
Where Do We Start?

- Today....
- Right Here....
- Right Now....

- Educating key stakeholders and advocates that work daily with these special needs populations
- Trusted resource for enrollees
Mandatory vs. Excluded vs. Voluntary Participation

- All groups need to be educated on coming changes
- Mandatory groups need to know how their Medicaid coverage will change
- Excluded groups need to have accurate information to avoid any confusion
- Voluntary groups need to be educated on their choices
Targeted Messaging to MPP and FOA Enrollees

• E-mail and traditional mail campaigns focusing on MPP and FOA enrollees
• Program specific notices to explain which groups are mandatory, excluded or voluntary
• Eye catching HTML e-mails will be developed for specific program enrollees
Additional Medicaid Resources for Enrollees and Advocates

- LA Medicaid Customer Service Unit (CSU) will receive specialized training to assist callers
- Extended hours of operation at the CSU call center
- Regional outreach staff available for in-service
- Local CCN specific outreach
- Regional Medicaid CCN Specialist
- Walk-in assistance available at local Medicaid office
Questions?
Thank you for your commitment!