# PUBLIC EDUCATION SUBCOMMITTEE (PUB ED)

OCTOBER 20, 2022
VIRTUAL WebEx Meeting
10AM – 12PM





#### **OUR VISION FOR THE FUTURE**

### We improve lives.

- ▶ We address social and structural determinants of health.
- ▶ We empower customers to maximize their health and well being.
- ▶ We provide consistent, responive service to our colleagues and customers.
- ▶ We make equity the foundation of everything we do.

#### This is possible because:

We value our staff as our greatest asset.

We do this by:

Fully staffing a diverse workforce whose skills and experiences strengthen HFS.

Ensuring all staff and systems work together.

Maintaining a positive workplace where strong teams contribute, grow and stay.

Providing exceptional training programs that develop and support all employees.

We are always improving.

We do this by:

Having specific and measurable goals and using analytics to improve outcomes.

Using technology and interagency collaboration to maximize efficiency and impact.

Learning from successes and failures.

We inspire public confidence.

We do this by:

Using research and analytics to drive policy and shape legislative initiatives.

Clearly communicating the impacts of our work.

Being responsible stewards of public resources.

Staying focused on our goals.

# Public Education Subcommittee Charter

- The Public Education Subcommittee is established to advise the Medicaid Advisory Committee concerning materials and methods for informing individuals about health benefits available under the Department of Healthcare and Family Service's medical programs.
- The subcommittee, comprised of a diverse group of stakeholders, will:
- This sub-committee shall:
- 1. Review and provide advice on brochures, pamphlets and other written materials prepared by the department;
- 2. Review and provide advice on HFS website content directed towards Medicaid beneficiaries and the general public;
- 3. Review projects designed to inform the general public about medical programs;
- 4. Serve as conduit for informing the Medicaid Advisory Committee and the department concerning gaps in public understanding of the medical programs;
- 5. Propose additional means of communicating information about medical programs;
- 6. Review and provide advice on program eligibility changes, customer service delivery, and eligibility processing systems, and
- 7. Make necessary recommendations to the Medicaid Advisory Committee

# **Expectations of Subcommittee Members**

- Attend all regularly scheduled meetings; when this is not possible, secure prior approval from Chair to send a non-voting substitute.
- Bring healthcare and social determinants of health knowledge and subject matter expertise to bear on the work of the subcommittee in support of Illinois' Medicaid Program.
- Drive meeting agendas and work products



### House Keeping

#### Facilitator: Melishia Bansa, Special Assistant to the Director of HFS

- Meeting basics
  - Please note, this meeting is being recorded.
  - To ensure accurate records, please type name, organization, and email address into the chat.
  - If possible, members are asked to attend meetings with their camera's turned on, however, if you call in & need materials, please email <a href="mailto:veronica.archundia@illinois.gov">veronica.archundia@illinois.gov</a> and <a href="mailto:Margaret.dunne@illinois.gov">Margaret.dunne@illinois.gov</a> with a copy to <a href="mailto:Melisha.Bansa@Illinois.gov">Melisha.Bansa@Illinois.gov</a> as soon as safely possible.
  - Mute audio except when speaking.
  - Please note that HFS staff may mute participants to minimize disruptive noise or feedback.
  - Patience, please many subcommittee members and staff are new to MAC proceedings.
- HFS is committed to hosting meetings that are accessible and ADA compliant. Closed captioning will be provided. Please email <u>veronica.archundia@illinois.gov</u> and <u>Margaret.dunne@illinois.gov</u> with a copy to <u>Melisha.Bansa@Illinois.gov</u> in advance to report any requests or accommodations you may require or use the chat to alert us of challenges during a meeting.
- Minutes of the prior meeting will be circulated to subcommittee members in advance of each session. Once approved, they will be posted to the website.

### Agenda

- I. Call to order
- II. Roll call of Subcommittee Members
- III. Introduction of HFS staff
- IV. Review and Approval of Meeting Minutes from Aug 18, 2022
- V. State Updates:
  - A. Medical Programs Update
  - B. DHS Update
  - C. HealthChoice Illinois Update
  - D. Eligibility Update:
    - 1. Reports
    - 2. Family Planning SPA
    - 3. Re-coding Medicare cases from ACA to AABD

### Agenda

- 4. Data Collection and Sharing required by SB2133
- 5. PHE Unwinding and what other states are doing
- VI. End of Public Health Emergency Communications & Key Messaging Phase Two
- VII. Public Comments
- VIII. Additional Business: Old & New
- IX. HFS Announcements
  - A. New MAC and Subcommittee Membership Questionnaire
- X. Adjournment



### V.A. Medical Program Update





#### **Medical Programs**

#### **Update:**

- A. Pharmaceutical Prescribing Status
- **B.** Housing Services and Supports
- C. PACE Program Status
- D. Certified Community Behavioral Health Clinic Development
- E. Pathways Children's Behavioral Health Initiative



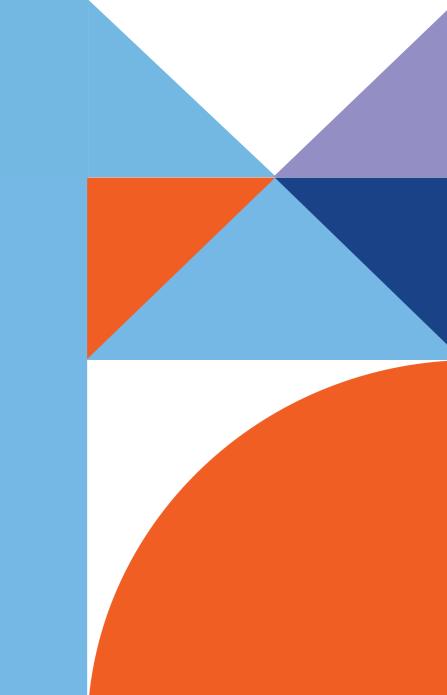
### V.B. DHS Update





## V.C. HealthChoice Illinois Update





#### **HealthChoice Illinois**

### **Update:**

- A. MMAI transition plan submitted to CMS on 10/1/22
- B. Feedback is expected in one to two weeks



### V.D. Eligibility Update





### **Update:**

#### A. Metrics

- > 3,613Applications on Hand over 45 days old
- ➤ 9,371 Renewals on Hand

#### **B.** Health Benefits for Immigrants- Stats

- > 13,959 ever enrolled in Immigrant Seniors (65+), \$ 211,483,741 in claims
- > 8,894 ever enrolled in Immigrant 55-64, \$ 39,014,497 in claims
- > 10,660 ever enrolled in Immigrant 42-54 as of 18,760,327 in claims data

### Complete reports can be viewed on the HFS Public Education

Subcommittee at: Reports | HFS (illinois.gov)



#### **D.2. Family Planning SPA**

#### **Update:**

- A. HFS is working towards a November 30, 2022, implementation date for the Family Planning Program.
  - Individuals will be able to apply for the Family Planning Program only or through an opt-in process if determined ineligible for full medical benefits.
  - > Presumptive eligibility will be available through eligible providers.
- B. The Eligibility SPA and presumptive eligibility provider materials are under review by the federal Centers for Medicare & Medicaid Services (CMS).
  - The coverage SPA will be submitted to federal CMS after the public notice period ends.
- C. A Family Planning Program fee schedule will be posted on the HFS website.



#### D.3. Re-Coding Medicare Cases from ACA to AABD

#### **Update:**

- A. HFS in the process of testing a solution that would move ACA Adults with Medicare into AABD
- > Testing is underway but until that is complete, we will not have a date of expected completion.
- ➤ No one will lose coverage as a result of this change, that includes being placed in unmet spenddown. If the change results in a spenddown, the spenddown will be met systematically.



### D.4. Data Collection and Sharing Required by SB2133

**Status Update** 



### D.5. PHE Unwinding and What Other States Are Doing

#### **Update:**

A. We are in the process of finalizing our unwinding plans and will share with this group as soon as it is complete.



Phase Two Goals: Ensure Medicaid customers take the necessary steps to renew coverage, and transition to other coverage if they're no longer eligible for Medicaid.



## PHE Unwinding Communications





#### **Key Messaging:**

Step One: **Update your address -** If you use Medicaid, you need to keep your address current. Update your contact at medicaid.illinois.gov or call 877-805-5312. For TTY, call 877-204-1012.

Step Two: **Check your mail** – Check your mail for a letter about your Medicaid coverage. It will tell you if you need to complete a renewal to see if you still qualify for Medicaid.

Step Three: **Complete your renewal** – Complete your renewal online at <u>abe.illinois.gov</u> or mail your renewal form back right away to avoid a gap in your Medicaid coverage.

Step Four: **Connect to coverage** – If you still qualify for Medicaid, visit <u>abe.illinois.gov</u> to manage your benefits. If you are no longer eligible, ask your job if they offer health insurance or visit <u>getcoveredillinois.gov</u> to get your own health plan. Financial help is available!



### Messaging Toolkit for MCOs, Partners

- Based on CMS toolkit
- MAC feedback and buy-in
- To include:
  - Main messages
  - Images
  - Flyers
  - o Palm cards
  - Phone scripts
  - Email copy
  - Text copy
  - Mail copy
  - Social copy

#### Institutional outreach:

- Email outreach, phone script, 1:1 meetings, survey
- Get commitments and estimates of reach







### Social Media Message Contact Information Update

Medicaid members! Don't risk losing your health insurance

Update your mailing address with Illinois Medicaid

Free at 877-805-5312 from 7:45am-4:30pm or visit medicaid.illinois.gov



### **Social Media Message Option 1**

#Medicaid members! HFS will begin mailing letters concerning your coverage soon. Don't risk losing your healthcare insurance. To ensure you receive this critical piece of mail: make sure your address is up to date by visiting medicaid.illinois.gov by calling 877-805-5312.





### **Social Media Message Option 2**

Receive your #Medicaid renewal letter? If you still qualify for Medicaid, you can complete your renewal at <a href="mailto:abe.lllinois.gov">abe.lllinois.gov</a> or mail the form back right away to avoid a gap in Medicaid coverage. No longer eligible? Visit <a href="mailto:getcoveredillinois.gov">getcoveredillinois.gov</a> to get your health plan.



### **Channels for Medicaid Customers**

Update your contact | Check your mail | Complete your renewal | Connect to coverage

#### **HFS**

- Social (organic)
- News Media
- •ABE Texts/Emails
- •TV/Radio PSAs
- Website
- •IVRs

#### **MCOs and Partners**

- Social: Organic + paid
- IVRs
- Emails
- Texts
- Phone Calls
- Events

### In Development for HFS

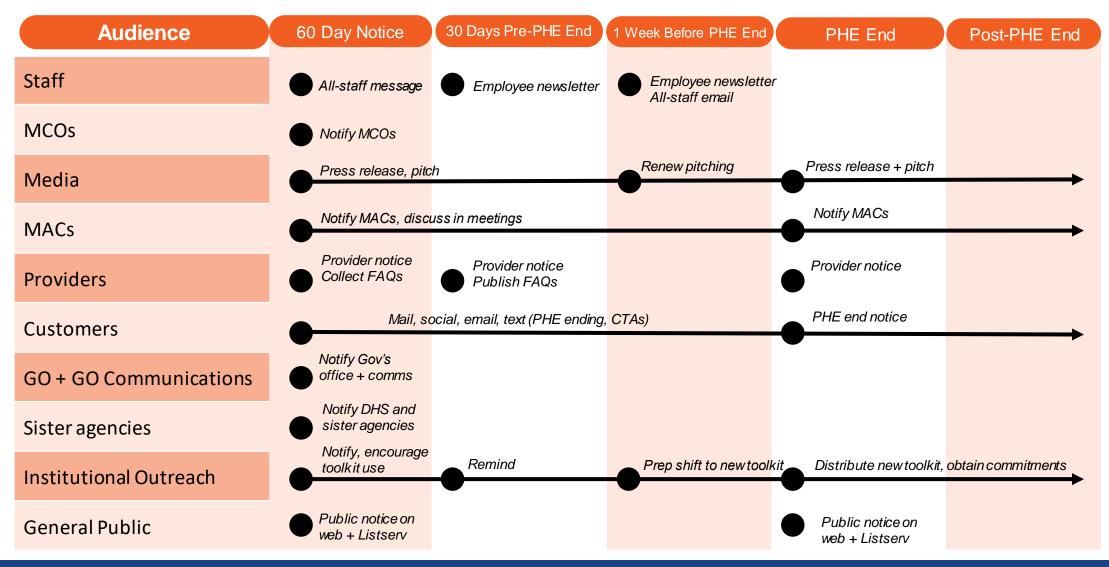
- Salesforce Marketing Cloud
  - Email
  - Text
  - Social Media (Paid)
- Paid media (digital, broadcast, out of home)
  - Proposing to Governor's Office of Management and Budget

### **Timelines**





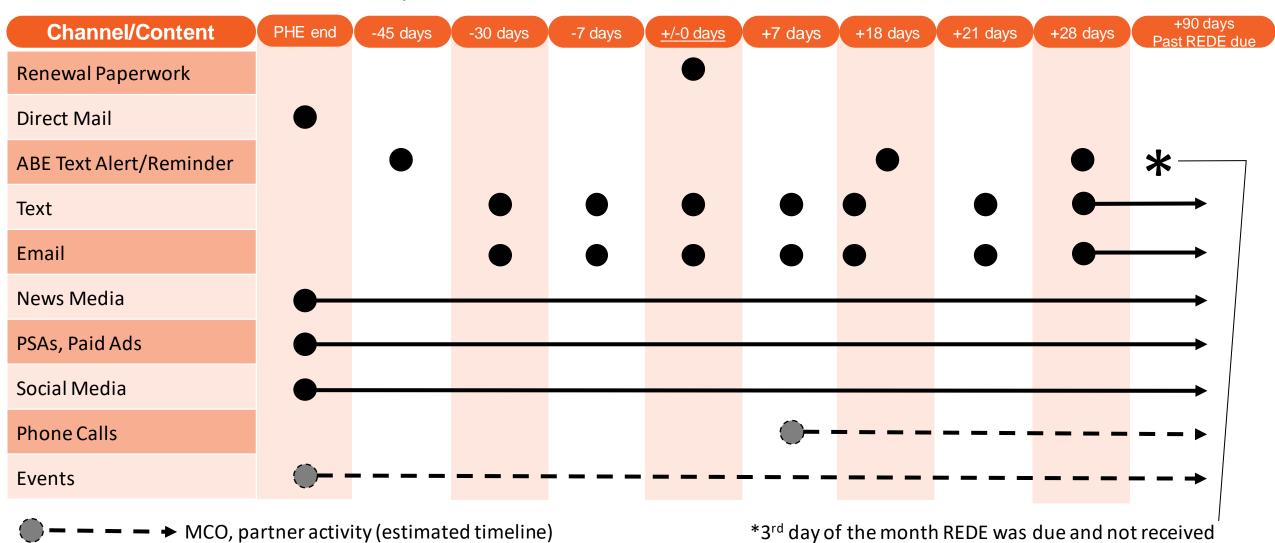
### **60-day Notice timeline**





### **Post-PHE End Customer Communication**

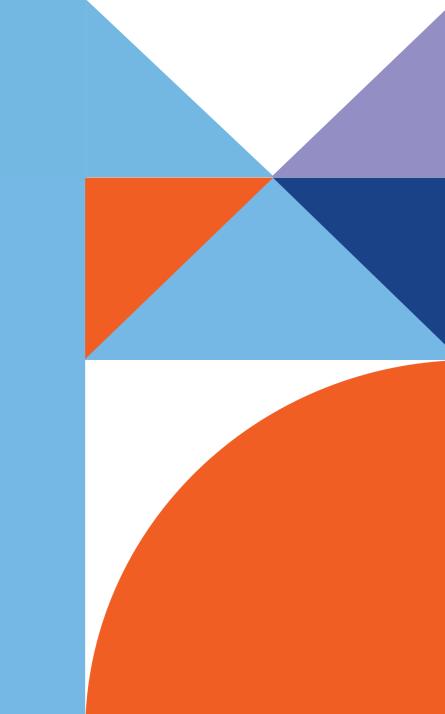
Timeline in relation to redetermination print date





## **Continuing Phase 1 Communications**





### Approach

- HFS provides <u>Address Update Messaging</u> <u>Toolkit</u> saying how to update address:
  - Flyers
  - Sample copy for emails, texts, and social media
  - Multiple languages available
- Organizations use toolkit in everyday practice to help customers update their addresses with the State

### **Toolkit**

### Messaging Toolkit for Phase 1 of the End of the Public Health Emergency

Goals: Protect coverage, reduce churn, reduce inequities, fulfill all legal obligations, and meet mandated timeframes.

The Illinois Department of Healthcare and Family Services (HFS) is taking steps to prepare for the end of the Federal Covid-19 Public Health Emergency (PHE). When the PHE ends, the federal Centers for Medicare & Medicaid Services will end its continuous coverage provision. This provision has allowed HFS

to keep Medicaid custom continuous eligibility, Me years. That new informat

As the PHE ends, the Dep churn, reduce inequities,

The Department does no materials to each househ for the PHE's continuous

To help as many people a people their renewal forr return them, and we requ

People who use Medicaic or through an HFS web fc messages for you to use t

Please distribute these m possible. Repetition is ker this messaging to suit you that getting into too muc effectiveness of using the

For translated versions of https://www2.illinois.gov



Don't risk losing your health insurance. To keep your insurance, Illinois Medicaid needs to be able to send you paperwork. Give them an address where mail can always reach you.



community partners. Please distribute multiple times via all available channels (email, text, flyers, social media, etc.).

#### Phase 1 Global Messages

 $Medicaid\ members!\ Don't\ risk\ losing\ your\ health\ insurance.\ Update\ your\ address\ with\ Illinois\ Medicaid.$ 

Illinois Medicaid needs to send you paperwork. To keep your health insurance, use an address where mail can always reach you.

Updating your address is easy, <u>fast</u> and free. Call 877-805-5312 from 7:45am-4:30pm or visit medicaid.illinois.gov. If you use a TTY, call 1-877-204-1012.

#### **Template Messages**

Please distribute these messages through all available channels. Repetition is key! For best results, please send messages at least three to seven times.

#### Social

Download IL Medicaid Address Update Toolkit to get the social media graphic.

#### Text:

Medicaid member! Don't risk losing your health insurance. Update your address with IL Medicaid! Free at 877-805-5312 from 7:45am-4:30pm. Reply STOP to stop

#### IVR Script:

Don't risk losing your health insurance. Illinois Medicaid needs to send you paperwork. When our agent joins the line, let them know you need to update your address. To keep your health insurance, use an address where mail can always reach you. We will not share your information.

#### Website language:

Medicaid members! Don't risk losing your health insurance. Please update your address with Illinois Medicaid. It's easy, fast, and free: Call 877-805-5312 from 7:45am-4:30pm or visit medicaid.illinois.gov. If you use a TTY, call 1-877-204-1012.

#### Email language

Dear Medicaid member.

 $Don't\ risk\ losing\ your\ health\ insurance.\ Please,\ update\ your\ address\ with\ Illinois\ Medicaid\ today!$ 

Illinois Medicaid needs to send you paperwork. To keep your health insurance, use an address where

# How you can support

- Help customers 1:1 (gold standard)
  - Sit with customer and enter info into <u>online form</u>.
     Customer must be present.
  - Tell customers how to do it on their phone while they wait (or provide computer)
  - O By phone, tell customers how to do it online or connect them to 877-805-5312
- Hand out toolkit flyers 1:1, verbalizing importance
- Email, text, call, mail customers
- Add message to "My Chart" (for providers)
- Post toolkit flyers and leave stack
- Ask other organizations to share messages from toolkit

# Call to action

- Commit to a plan and tell us via <u>online form</u> or talk with the HFS staffer in touch with you
- Pick the most personalized, interactive option you can
- Ensure your staff knows what to do; follow up with them to ensure efforts are incorporated into everyday practice
- Find our <u>toolkit</u> in other languages if needed
- Track estimated # of Medicaid customers served, if feasible (can be rough)

### Data

- January 27 to August 15, 2022
  - Web submissions: 22,234
  - Phone submissions: 5,193
- From January 27 to October 16:
  - Web submissions: 28,467 (+6,233)
  - Phone submissions: 8,598 (+3,405)

Total: 37,065



# BONUS Call to Action!

### Institutional outreach

- Email outreach, phone script, 1:1 meetings, survey
  - Get commitments and estimates of reach
- Contact: jesse.lava@illinois.gov

4	A	B	C	D	E	F	G	1	J.	
List source	ie ~	HFS contact owner - 1			Contact	Email			Their Outreach Plan (see script for preferred terms)	Estimated Medicaid co
0 Dan J		Lauren P	Hospitals - association	IL Critical Access Hospital Network	Pat Schou ("scow")	gschou@icahn.org	815-875-2999	left VM message on 7/6/22		
					Richard Monocchio, Director				Staff to Assist with address changes at Tenant meeting:	
					Kevan Casson, new Director of human				CW & property managers F2F, fliers,	
					Senices:				FB post reached 15,000:	
					Starr: head of marketing and	Richard Monocchio			Newsletter to residents sent.	
1 Lauren P		Lauren P	Omning Assessables	Housing Authority of Cook County	outreach	eorenstein@thehacc.org; Kevan Casson	312 542-4799 (Emily)	newletters for tenants	info/assistance part of "welcome" and "exit" process.	
- Laurent		Coulette	Criminal Justice-human	Processing Administry or Cook Country	ouceau	poreinsternar menarci org. Nevan casson	312 342-4799 (CIIIII)	inewellers for renains	minyassistance parcon werturne and eac process.	_
		Lauren P	services	Cook County Sheriff	Sherie Arriazola Martinez	sherie AmigzelaMartinez@ccsheriff.org		working on access to ABE Partner Portal		
								In addition to SMS campaign (Evan), ABH sent letter to all members		
								alerting them to Added Benefits of ABH. Will collect NCOA address		
								changes that cme back and get undeliverable mail catalogued for followup		
73 MCOs		Lauren P	Health	Aetna Better Health of Illinois	Rick DieNe and Liz Leonard			targeting.		
4		Lauren P	Association	IL Association of Service Coordinators	Victoria Prince	victorisprince1@aol.com		Sandy Leith connected us - email sent 6/29/22		
									They already distributed to area offices for awareness and outreach of current	
			Behavioral health,						and past populations served. With access to MEDI, they will try to run a report	
	Thicago 2025		Criminal Justic	TASC	Brad Bullock, director of operations	bbuflock@tasc.org; nreyes@tasc.org		9/14/22 call with team. Shared toolkit and asked to complete survey	against TASC addresses for discrepancies to help target	
6 Bdgt brie		Lauren P	Criminal justice	Cook County State's Attorney	Zeophus Williams	zeophus.williams@cookcountyil.gov		part of bulk email 6/8/22		
7 Child sup		Lauren P	FQHC	Christian Community Health Ministries	Andrea Durr	adum@cchc1.org		part of bulk email 6/8/22		
	hicago 2025		FQHC	Eric Family Health Centers				will be reached initially by IPHCA ask		
9 Jesse		Lauren P	FQHC	Esperanza Health Centers	Dan Fullwiller		312-404-3033 (cell)	will be reached initially by IPHCA ask		
	hicago 2025		FQHC	Heartland Health Centers				will be reached initially by IPHCA ask		
	Thicago 2025		FQHC	Howard Brown Health	Nelson Reyes Socarras	nelsons@howardbrwn.org	872-269-3478	submitted survey	Phone; F2F help enter the new information online; Text people with link	300
Healthy (	thicago 2025	Lauren P	FQHC	PrimeCare Community Health	Martin Jurado	martin,jurado@primecarechi.org	(312) 491-5250 ext. 1022	submitted survey	F2F; Text; flyer - to handout and post; social media (FB, IG, Twitter)	
					Paula Campbell May change contact					
Lauren P.		Lauren P [ask [yan]	Health	IL Coalition of Health Access Change Healthcare	Person TBO by LP Nick Adelson	nadelson@changehealthcare.com		257 attendees including FQHCs and CBOs sent link to toolist. Lauren will followup, personal connection		
	te Azency,	Lauren P (ask Evan)		Change Healthcare	Nick Adelson	made/sondPchangehealthcare.com		sent link to toollot, Lauren will followup, personal connection		_
Sister Sta Lauren P		DHSs to consolidate)	Human services	IL DHS - Benefits Access Group	Bryan Finn			give to DHS contact?		
SS LAUTem P		Lauren P (see other	numan services	IL URS - Benefits Access Group	bryan rinn			give to tinz contact?		
56 Laura R		DOAs to consolidate)	Secion	IL DOA	Amy tulich	amy.lulich@illinois.gov		Lauren will reach out to Amy week of 9/5		
	te Asency.	DOWS to comonicate)	Striotz	II. Dept. of Juvenile Justice - Aftercare Supyr. Dir. of	Anytukn	lauren yearwood@illinois.gov;		Cauten was reach out to Amy week or sys		
37 Margaret		Margaret	Criminal Justice	Programs	Lauren Yearwood, Rob Vickery	robert dukkery@illnois.gov		Emailed message and tookit, meeting scheduled		
	te Agency,	on an garres	Criminal Passace	risganii	Calcium rear mode, non-victory	CONTRACTOR OF THE PARTY OF THE		Charles message and tooks, messag schooled		
III Margaret		Margaret	Criminal Justice	IL DOC, Parole Re-entry Supyr	Amy Burle	amy,burledHillinois.gov		Sent email with toolkit, meeting planned		
MAC NB		Melishia	Behavioral health	CenterStone	Brandy Moore	for MB to contact only for now	for MR to contact only for now	Sent email with toolkit, Sent Third email		
MAC PE		Mešshia	Behavioral health	Centerstone	Mary Beth Long	Mary Longift centerstone.org;	for MB to contact only for now	Sent email with toolkit, Sent Third email		
								Sent email with toolkit, Sent Third email, Call scheduled for 7/13,		
								outreach plan complete! Mental Heith Oral Choices doesn't serve IL		4
								medicaid patient anymore but still has access to data base of over 6000 ft.		4
								medicaid patients, they are willing to share address update info through 3		4
								party that maintains there data base. This 3 party can reach out to		4
								previous patients via email. They are also willing to share with partners.		4
								They currently serve patients in Indiana, Ohio, Lousi., Missi.   They will also		4
1 MACPE	interest	Melishia	Behavioral health	Choices Coordinated Care Solutions	Martha Jarmuz	mjarmuz@choicesccs.org;	for MB to contact only for now	complete survey	Partners	6000
								Sent email with toolkit, Sent Third email, and Called, Meeting/Call set for		4
								7/7/2022; Community get special education services IEP, 504 supporting		4
								patents that have kinds that have those services, Assisting patents that		4
4										
		codes List for						E Contacts - Legislative Elected Contacts Elected Tra		



### VII. Public Comments





#### **Public Comments**

**Update:** 

A. None Reported



## VIII. Additional Business: Old & New





### IX. Announcements





#### A. New MAC and Subcommittee Membership Questionnaire

### Medicaid Advisory Committee (MAC)

HFS > About Us > Boards and Commissions > Medicaid Advisory Committee (MAC)

The Medicaid Advisory Committee (MAC) advises the Department of Healthcare and Family Services with respect to policy and planning related to the health and medical services provided under the department's Medical Programs including Medical Assistance, All Kids and FamilyCare pursuant to federal Medicaid requirements established at 42 CFR 431.42.

 Medicaid Advisory Committee Opportunities (pdf)

## Medicaid Advisory Committee (MAC) MAC Home Overview Members Bylaws





\* Required

#### Please provide your contact information.

1. Name (Last, First, Middle Initial) \*

Enter your answer

2. Employer (If you are working in a paid position; list all if more than one.)

Enter your answer

Step 1 Step 2

Step 3



### X. Adjournment

