

# MEDICAID ADVISORY COMMITTEE (MAC)

NOVEMBER 4, 2022  
VIRTUAL WebEx Meeting  
10AM – 12PM



**HFS**

Illinois Department of  
Healthcare and Family Services



**HFS**

Illinois Department of  
Healthcare and Family Services

## 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, responsive 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.

# Welcome To The 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 431.12.

# House Keeping

- Meeting basics
  - Please note, this meeting is being recorded.
  - To ensure accurate records, please type your 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 called in, please note all meeting materials referenced today will be made available to you on the MAC website following this meeting. If you need assistance accessing this material, please email [Melisha.Bansa@Illinois.gov](mailto:Melisha.Bansa@Illinois.gov).
  - If you have questions during the meeting, please contact the Host. Patience please, a member of our team will get back to you between now and the next meeting.
  - Please Mute your audio throughout the duration of this WebEx meeting, except when speaking.
  - Please note that HFS staff may mute participants to minimize disruptive noise or feedback.
  - Patience, please – some committee members, staff, and participants are new to MAC proceedings.
  - If you are a presenter and wish to be granted presenter rights during your presentation, please use the chat function to contact the host.
- HFS is committed to hosting meetings that are accessible and ADA compliant. Closed captioning will be provided. Please email [Melisha.Bansa@Illinois.gov](mailto:Melisha.Bansa@Illinois.gov) 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**
- V. Healthcare & Family Services Executive Report**
- VI. Subcommittee Reports & Recommendations**
- VII. Public Comments**
- VIII. Additional Business: Old & New**
- IX. Adjournment**

# V. Healthcare & Family Services Executive Report



# V.A. Innovations

## 1. New HFS Brand



# Why Refresh the HFS Brand?

- Continuation of our strategic planning journey
- New mission, vision, values, and identity
- Branding aligns our external identity with internal direction



# How was the brand developed?

- Listening to the community
  - Customers
  - Stakeholders
  - Employees
- Expert copywriters and designers used that input to develop HFS's brand voice and visual identity
- HFS leadership provided strategic direction to keep branding aligned with the department's overall vision for the future



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Color 

# HFS Blue

- Trustworthy
- Integrity
- Retains the history of HFS





# Violet

- Loving
- Nurturing
- Helpful



# Spark

- Friendly
- Energetic,  
Positive
- Clarity





# Sky

- Calm, tranquility
- Youthful
- Simplicity

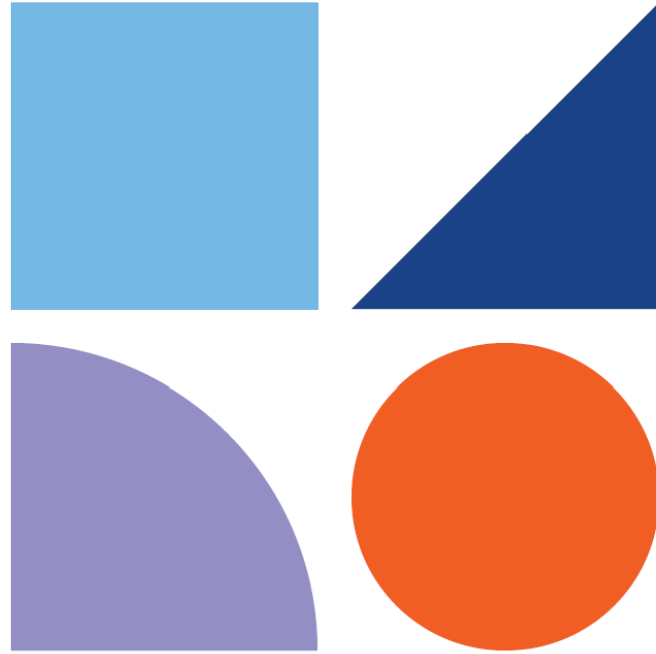
The background is a composition of several geometric shapes. In the top-left, there is a light purple quarter-circle. To its right is a white triangular shape. Below the purple quarter-circle is a dark blue curved shape. In the top-right, there is a light purple rectangular area. In the bottom-left, there is a light blue rectangular area containing the text. In the bottom-right, there is a white triangular shape and a dark blue curved shape.

**Giving form to color**

# Geometric Shapes

- Diversity is at the core of everything we do
- We represent this through different shapes and colors
- The design system invites viewers to imbue visuals with personal meaning

Main shapes



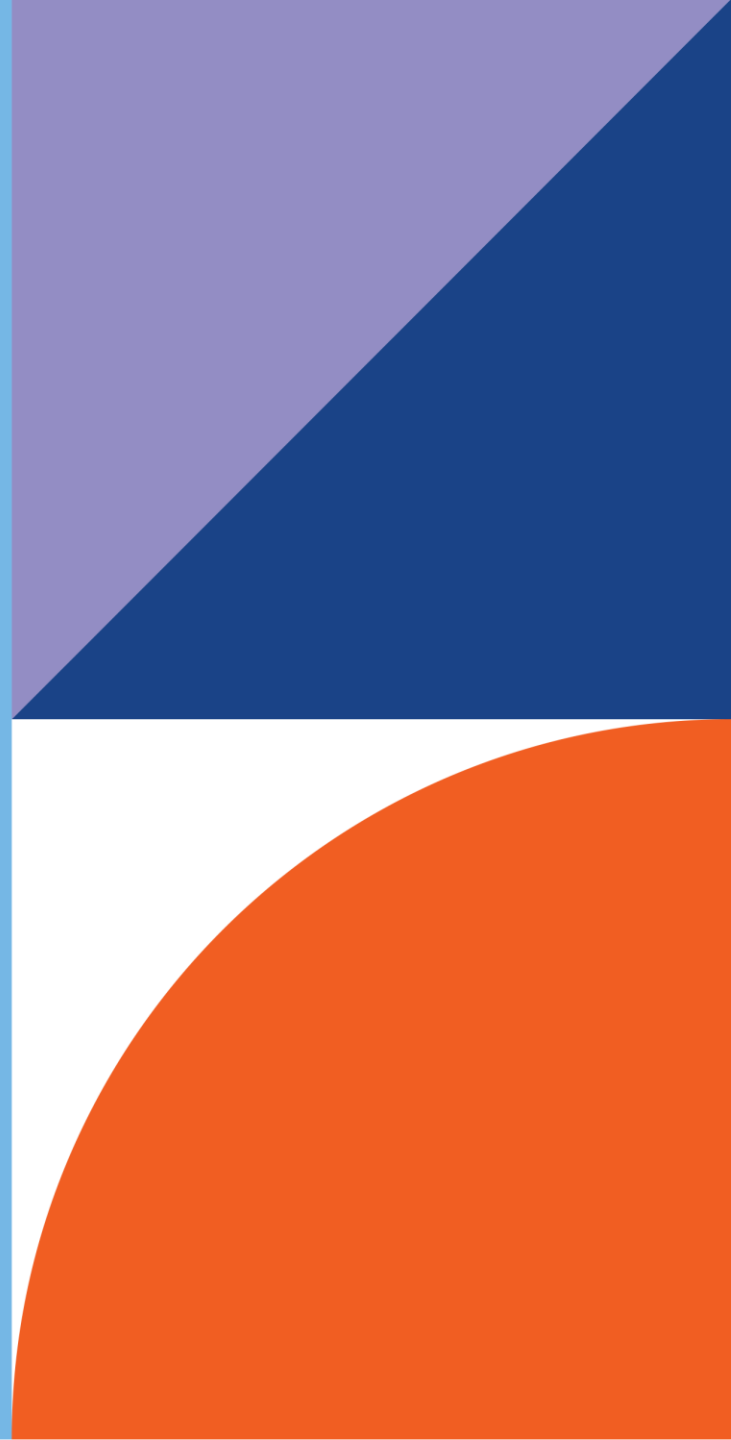
Pattern example





# Putting it all together

The new HFS Logo





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## Colors:

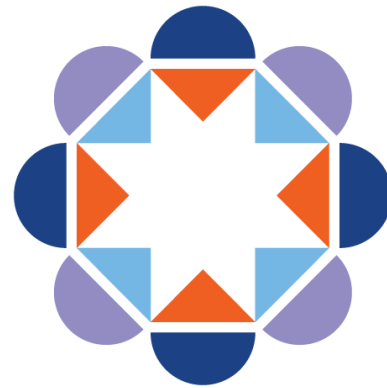
Welcoming, clear, and helpful

## Symbolism:

Diversity, connection, empathy

## Many shapes – *what do you see?*

- People holding hands
- Healthcare cross, Band-Aids
- A flower, growth, flourishing



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# Additional Colors:

## Expanded HFS color palette

### Primary HFS color palette

#### HFS Blue

C 100 M 85 Y 15 K 6  
R 28 G 66 B 133  
#1C4285

Trust, integrity, confidence,  
authority, stability, HFS history

#### Sky

C 51 M 14 Y 0 K 0  
R 115 G 184 B 227  
#73B8E3

Tranquility, peace, helpfulness,  
loyalty, simplicity, cleanliness

#### Violet

C 44 M 44 Y 0 K 0  
R 146 G 140 B 195  
#928CC3

Love, nurture, serenity, softness,  
purity, calm

#### Spark

C 0 M 78 Y 100 K 0  
R 240 G 94 B 33  
#F05E21

Positivity, warmth, determination,  
joy, fun, creativity, success

### Secondary HFS color palette

#### Forest (dark green)

C 83 M 16 Y 67 K 2  
R 0 G 153 B 120  
#009978

Health, wellness, life, growth,  
bloom, rebirth, progress

#### Prairie (light green)

C 55 M 4 Y 75 K 5  
R 120 G 178 B 105  
#78B269

Enthusiasm, renewal, happiness,  
youth, luck, eco-friendliness

#### Sun

C 6 M 22 Y 100 K 0  
R 242 G 191 B 28  
#F2BF1C

Friendliness, energy, optimism,  
achievement, childlikeness

### Skyscraper

C 60 M 60 Y 60 K 60  
R 61 G 54 B 51  
#3D3633

Neutrality, timelessness,  
practicality, sophistication



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# HFS logo system

Additional program logos



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# The HFS logo system

- Color palette and shapes create a unified identity
- Centers diversity, equity, inclusion, and customer focused public service
- *What do you see?*
  - A compass
  - A pinwheel
  - A badge
  - and more...



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**HealthChoice  
Illinois**



**Child Support  
Services**



**IMPACT**

Illinois Medicaid Program  
Advanced Cloud Technology



**EPIC**

Enforcement & Paternity  
for Illinois Children



**HTC**

Healthcare Transformation  
Collaboratives



# The HFS Voice

Writing for HFS

The HFS voice:

**Be welcoming,  
clear, and helpful.**

Write in plain, inclusive  
language, always.

In the world of Medicaid, one straightforward sentence or informative paragraph can change someone's life.

Using the new HFS voice will ensure our customers' success, and our own.



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# Use plain language

## Know and write for your reader

Use language familiar to your readers. Avoid doublespeak and jargon.

## Use active voice

Active voice makes it clear who is supposed to do what and eliminates ambiguity about responsibilities. Far too common in government, passive voice obscures who is responsible for taking action.

## Organize to meet your reader's needs

- Stick to the information your reader needs.
- Put the most important information at the beginning and background information last.
- Think through questions your reader is likely to ask, then organize your material accordingly.

## Ask yourself: Is this welcoming, clear, and helpful?

If the answer is yes, then you are writing in plain language!

# Use inclusive language

**HFS seeks to communicate in a way that does not exclude a single customer, ever.**

**Address your biases.** “Don’t believe everything you think.”

**Understand your reader’s needs.** Ask what works for them or find patterns in materials to which they have been especially responsive.

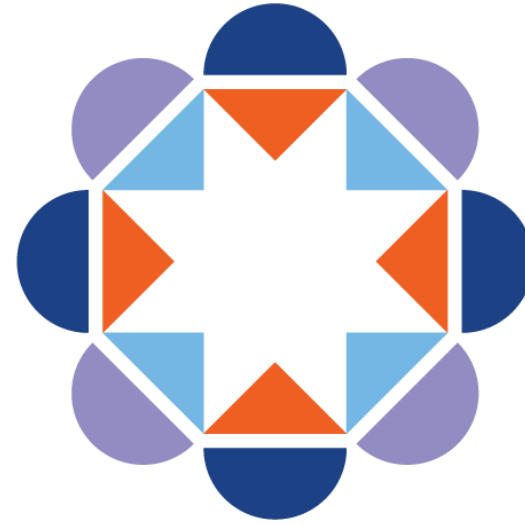
**Consider your reader’s perspective.** Acknowledge people’s differences, identities, and positions in society with terms that emphasize their humanity. *Put people first.*

**Inclusive language is specific.** HFS respects individual identity. For example, when you need to refer to physical disabilities, make every effort to find out the specific terms preferred by the individual people you are writing about.

**Inclusive language is expansive.** Meanwhile, as you address a reader whose preferences are not known to you, use language expansive enough to include them.

## Areas of Awareness for Writing Inclusively

- ▶ Aging
- ▶ Behavioral and physical health
- ▶ Disability
- ▶ Ethnicity, race, and nationality
- ▶ Gender, sex, and sexuality
- ▶ Religion
- ▶ Socioeconomics



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Need our logo? Email: [hfs.communications@illinois.gov](mailto:hfs.communications@illinois.gov)

# V.A. Innovations

## 2. Public Health Emergency | Communication & Key Messaging Phase Two





# End of the Public Health Emergency Communications & Key Messaging Phase Two

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

# PHE Unwinding Communications



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# PHE Health Emergency End | Communication & Key Messaging Phase Two

## 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](https://www.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 [abe.illinois.gov](https://www.abe.illinois.gov) 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 [abe.illinois.gov](https://www.abe.illinois.gov) to manage your benefits. If you are no longer eligible, ask your job if they offer health insurance or visit [getcoveredillinois.gov](https://www.getcoveredillinois.gov) to get your own health plan. Financial help is available!



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# Messaging Toolkit for MCOs, Partners

- Based on CMS toolkit
- MAC feedback and buy-in
- To include:
  - Main messages
  - Images
  - Flyers
  - 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**

ID	Org name	Org type	Org	Contact	Email	Phone	Status & Notes	Outreach Plan (see script for preferred email)
171	Health	Health	Ill. Central Access Hospital Network	Patricia Carter	patricia@centralaccess.org	312.873.2099	Call with message on 7/2/15	Send Outreach Plan (see script for preferred email)
172	Health	Health	Health Authority of Cook County	Robert Monroche, Director of Business Development	monroche@hacook.org	708.412.1000	Call with message on 7/2/15	Send Outreach Plan (see script for preferred email)
173	Health	Health	Adena Better Health of Illinois	Mike Kish and Lisa Grant	adena@adena.com	815.424.1000	Call with message on 7/2/15	Send Outreach Plan (see script for preferred email)
174	Health	Health	Ill. Department of Public Health	Christina Phipps	christina.phipps@idph.state.il.us	618.243.3000	Call with message on 7/2/15	Send Outreach Plan (see script for preferred email)
175	Health	Health	Ill. Department of Health	David Patrick, Director of Operations	patrickd@idph.state.il.us	618.243.3000	Call with message on 7/2/15	Send Outreach Plan (see script for preferred email)
176	Health	Health	Ill. Department of Health	Christina Phipps	christina.phipps@idph.state.il.us	618.243.3000	Call with message on 7/2/15	Send Outreach Plan (see script for preferred email)
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199	Health	Health	Ill. Department of Health	Christina Phipps	christina.phipps@idph.state.il.us	618.243.3000	Call with message on 7/2/15	Send Outreach Plan (see script for preferred email)
200	Health	Health	Ill. Department of Health	Christina Phipps	christina.phipps@idph.state.il.us	618.243.3000	Call with message on 7/2/15	Send Outreach Plan (see script for preferred email)



## VI. End of the Public Health Emergency Communications & Key Messaging Phase Two








**ATTENTION  
MEDICAID  
MEMBERS!**

**medicaid.illinois.gov**  
**877-805-5312**

**UPDATE  
TODAY!**

The advertisement features a photograph of a woman with curly hair looking down at a young child. The text is overlaid on the right side of the image. A decorative graphic of overlapping circles in blue, orange, and purple is in the top right corner. A dark blue banner at the bottom contains the website and phone number. A red circle with white text is in the bottom right corner.

### 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](https://www.medicaid.illinois.gov)



# VI. End of the Public Health Emergency Communications & Key Messaging Phase Two

**ATTENTION  
MEDICAID  
MEMBERS!**



## 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](https://www.medicaid.illinois.gov) by calling 877-805-5312.

**UPDATE YOUR CONTACT INFO TODAY!**



## VI. End of the Public Health Emergency Communications & Key Messaging Phase Two

**ATTENTION  
MEDICAID  
MEMBERS!**



### Social Media Message Option 2

Receive your #Medicaid renewal letter? If you still qualify for Medicaid, you can complete your renewal at [abe.illinois.gov](https://abe.illinois.gov) or mail the form back right away to avoid a gap in Medicaid coverage. No longer eligible? Visit [getcoveredillinois.gov](https://getcoveredillinois.gov) to get your health plan.

**UPDATE YOUR CONTACT INFO TODAY!**



# 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

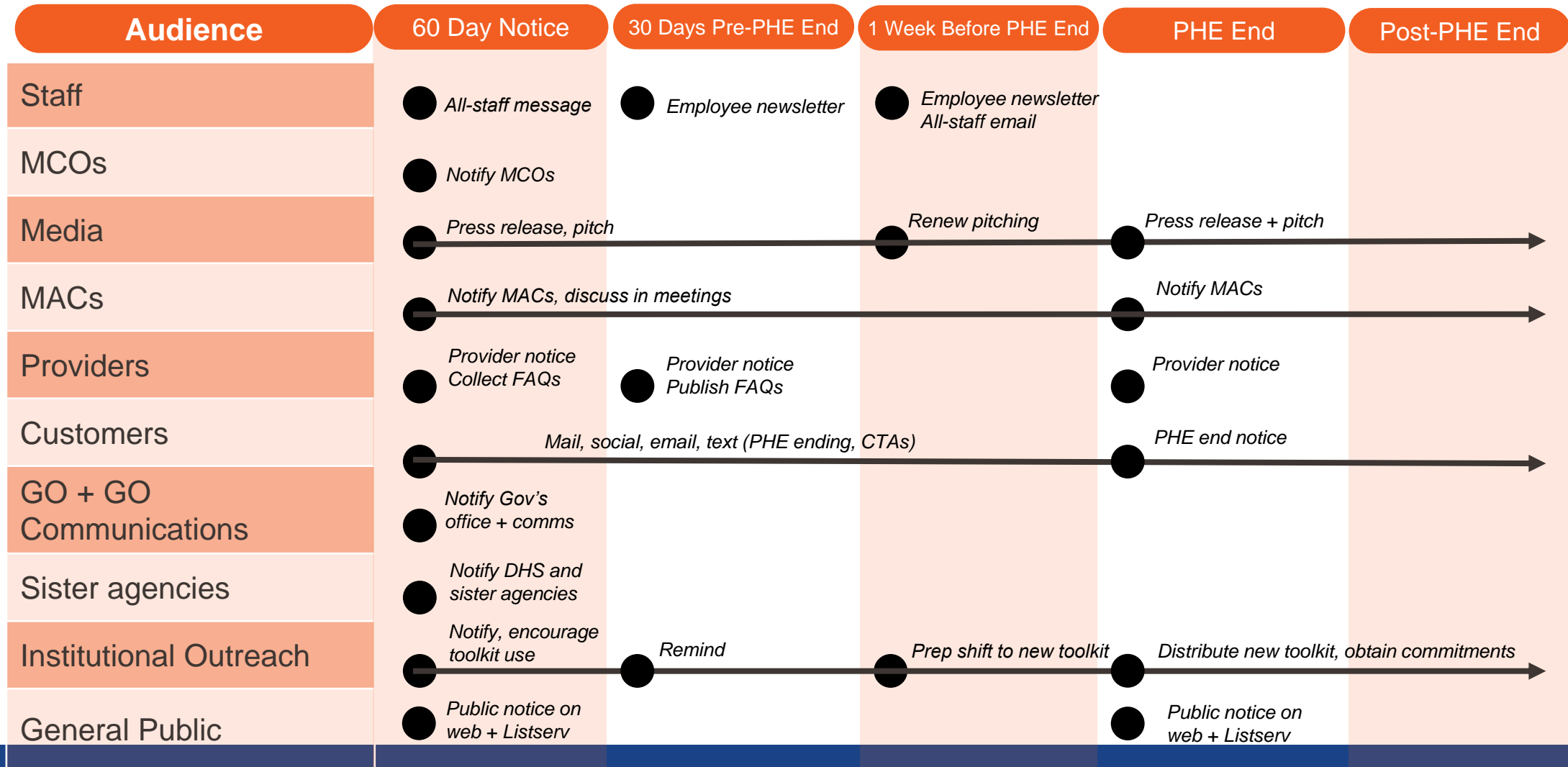
- Salesforce Marketing Cloud
  - Email
  - Text
  - Social Media (Paid)
- Paid media (digital, broadcast, out of home)



# Timelines

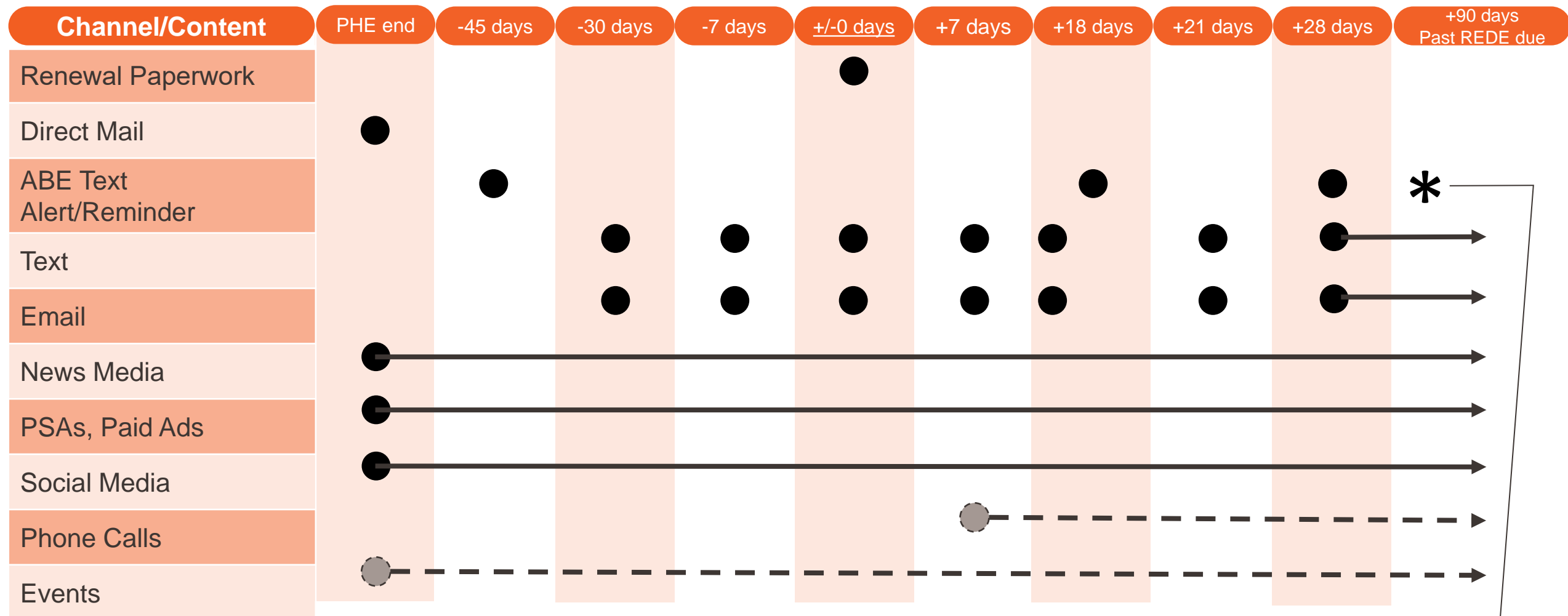


# 60-day Notice timeline



# Post-PHE End Customer Communication

Timeline in relation to redetermination print date



● - - - - - → MCO, partner activity (estimated timeline)

\*3<sup>rd</sup> day of the month REDE was due and not received

# Continuing Phase 1 Communications



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# Approach

- HFS provides [Address Update Messaging Toolkit](#) 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, Medicaid members' coverage, and their health insurance for years. That new information is being shared with Medicaid members.

As the PHE ends, the Department does not want to see Medicaid members churn, reduce inequities, or lose their health insurance.

The Department does not have the resources to send materials to each household for the PHE's continuous coverage.

To help as many people as possible, we are providing this toolkit to help Medicaid members understand their renewal process, return them, and we request their help in sharing this information.

People who use Medicaid or through an HFS web form can use these messages for you to use for your own outreach efforts.

Please distribute these messages as widely as possible. Repetition is key! For best results, please send messages at least three to seven times. Getting into too many messages may reduce the effectiveness of using the messages.

For translated versions of these messages, visit <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.**



General messaging for HFS, HFS and state agencies, healthcare providers, advocacy organizations and 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, fast and free. Call 877-805-5312 from 7:45am-4:30pm or visit [medicaid.illinois.gov](https://www2.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

📣 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](https://www2.illinois.gov) [attach social media graphic]

[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](https://www2.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 [online form](#). **Customer must be present.**
  - Tell customers how to do it on their phone while they wait (or provide computer)
  - 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 [online form](#) 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 [toolkit](#) 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](mailto:jesse.lava@illinois.gov)**

List source	SMS contact name	Org type	Org	Contact	Email	Phone	Status & Notes	Their Outreach Plan (see script for preferred terms)	Estimated Medical costs
170	Lauren P	Hospital - association	U. Critical Access Hospital Network	Pat Schou ("Scott")	pschou@uic.edu	815 875-2999	left VM message on 7/6/22		
171	Lauren P	Housing/homelessness	Housing Authority of Cook County	Richard Monacelli, Director Renal Castro, vice Director of human services, Blair: head of marketing and outreach	richard.monacelli@coocounty.org, Renal Castro	312 542-4799 (ext)	Call on 7/11 with team, they will send to local housing contacts and leadletters for housing	Staff to assist with address changes at tenant meeting. CW & property managers (3), then. (18 post reached 5,000). Remember to residents sent, info/assistance part of "welcome" and "exit" process.	
172	Lauren P	Criminal justice-human services	Cook County Sheriff	Steve Antonis-Martins	steve.antonismartins@coocounty.org		working on access to MIE. Forward Portal		
173	Lauren P	Health	Adena Better Health of Illinois	Rick Disher and Jo Leonard			In addition to SMS campaign (Evan), Aden sent letter to all members alerting them to Adena Benefits of Adm. Will collect NCOA address changes that one back and get understandable mail catalogued for followup targeting		
174	Lauren P	Healthcare	Association of General Contractors	Nancy Hirsch	nancy.hirsch@agc.org		working with contractors re. email sent 6/29/22		
175	Healthy Chicago 2025	Behavioral health, Criminal justice	MAC	Neal Bullock, director of operations	bullockn@mac.org, neal@mac.org		8/24/22 call with team. Shared toolkit and asked to complete survey	They already distributed to area offices for awareness and outreach of current and past populations served. With access to MED, they will try to run a report against MAC addresses for discrepancies to help target	
176	Right briefing	Criminal justice	Cook County State's Attorney	Zephania Williams	zephania.williams@cookcourts.org		part of bulk email 6/9/22		
177	Child support	FCJIC	Shelton Community Health Ministers	Andrea Durr	adurr@shc.org		part of bulk email 6/9/22		
178	Healthy Chicago 2025	FCJIC	Low Family Health Centers				will be reached initially by PHIC ask		
179	Illness	FCJIC	Episcopal Health Centers				will be reached initially by PHIC ask		
180	Healthy Chicago 2025	FCJIC	Howard Brown Health Centers	Dan Fawcett		312-404-3033 (ext)	will be reached initially by PHIC ask		
181	Healthy Chicago 2025	FCJIC	Howard Brown Health	Nelson Reyes Sorrazas	nrelson@howardbrown.org	872-269-3478	submitted survey	Phone: 123 help enter the new information online. Text people with link	300
182	Healthy Chicago 2025	FCJIC	IllnessCare Community Health	Martha Jarosz	martha.jarosz@illnesscare.org	312 495-5205 ext. 1332	submitted survey	2/27 Text them to handbook and post social media (FB, IG, Twitter)	
183	Lauren P	Health	U. Coalition of Health Access	John Long (may change contact)			252 attendees including FCJICs and CHCs		
184	Lauren P	Change health/care	Change Health/care	Nita Adrebon	nadrebon@changehealthcare.com		sent link to toolkit, Lauren will followup, personal connection		
185	State State Agency	Human services	U.DHS - Benefits Access Group	Bryan Fliss			ask to DHS contact?		
186	State State Agency	Justice	U. DDA	Amy Lusk	amy.lusk@illinois.gov		Lauren will reach out to Amy week of 8/5		
187	Margaret	Criminal justice	U. Dept. of Juvenile Justice - Alternative Suppt. Div. of Programs	Lauren Yearwood, Rob Vickery	lauren.yearwood@illinois.gov, robert.vickery@illinois.gov		Unread message and toolkit, meeting scheduled		
188	State State Agency	Criminal justice	U. DOC - Parole Re-entry Suppt	Amy Burke	amy.burke@illinois.gov		Sent email with toolkit, meeting planned		
189	MAC PE Interst	Behavioral health	Centerville	for MB to contact only for case			for MB to contact only for case		
190	MAC PE Interst	Behavioral health	Centerville	Mary Beth Long	Marybeth@centerville.org		for MB to contact only for case		
191	MAC PE Interst	Behavioral health	Choices Coordinated Care Solutions	Martha Jarosz	mjarosz@choices.org		for MB to contact only for case		0000

# V.A. Innovations

## 3. Healthcare Transformation



# Healthcare Transformation

## A. Round II Awards Announced

Name of Collaborative	Lead Entity	Collaborative Member Organizations	Areas of Focus	Territory Covered
Developmental and Behavioral Health Pediatric Center's (DBHPC)	Saint Anthony Hospital Foundation	Saint Anthony Hospital Lawndale Christian Health Center Esperanza Health Centers NAMI Chicago Family Focus Carole Robertson Center for Learning Health Care Council of Chicago PIE Org Skills for Chicagoland's Future Clinify Health Garfield Park Behavioral Hospital Benford Brown & Associates	Pediatric healthcare, behavioral health, SDOH wrap around services and care coordination	Chicago (West Side) Chicago (Southwest Side)
Healthcare Transformation Collaborative of Chicago's Far South Side Communities' (CCFSS)	The New Roseland Hospital	Roseland Community Hospital Maryville Academy Beloved Community Family Wellness Center TCA Health Women's Health Foundation Chicago Family Health Center Christian Community Health Center Chicago Family Health Center Gateway Foundation	Behavioral services, maternal health, and increased health services to the area.	Chicago (Far South Side)
South Side Health Equity Collaborative's (SSHEC)	Insight Health	Insight Hospital & Medical Center Alivio Medical Center Chinese American Service League Friend Health HRDI, Inc. Inner-City Muslim Action Network Malcolm X College Sylvester Broome Empowerment Village	Primary care, specialty care, behavioral health services, SDOH services and care coordination	Chicago (South Side)



# Healthcare Transformation

## A. Round II Awards Announced

Name of Collaborative	Lead Entity	Collaborative Member Organizations	Areas of Focus	Territory Covered
Southside Center For Excellence in Older Adult Health and Wellness'	St. Bernard Hospital	St. Bernard Hospital Chicago State University Smyl Fitness Rx, LLC DL3 Realty Advisors, LLC Chicago Commons Loyola University Chicago Kennedy-King College	Primary care, specialty care and SDOH screenings for aging population plus facilities and technology upgrades to serve aging population	Chicago (South Side)
Vermilion County Community Health Collaborative's	Carle Foundation	Carle Health (which includes Carle Hoopston Regional Health Center) CrosspointHuman Services Bowman Street Holdings LLC, DBA Heavenly Square Grocery New Life Church of Faith OSF Sacred Heart Medical Center Step Up Danville Area Community College Vermilion Advantage Danville School District 118 CRIS Healthy Aging Vermilion County Public Health Department East Central Illinois Community Action Agency City of Danville Elected Official (Mayor) Christie Clinic* Hoopston Regional Health Center (HRHC) – A Critical Access*	CHWs to engage people with healthcare and SDOH services; provide job training and education, broadband, food access, social services and increased health services to the area	Vermilion County in East Central Illinois

# Healthcare Transformation

## A. Round II Awards Announced

Name of Collaborative	Lead Entity	Collaborative Member Organizations	Areas of Focus	Territory Covered
West Cook Coalition's	Loyola University Medical Center	Loyola University Health System DBA Loyola Medicine Loyola University Medical Center Macneal Hospital Gottlieb Memorial Hospital Pillars Community Health CareAdvisors Healthcare Alternative Systems Housing Forward Ann and Robert H. Lurie Children's Hospital of Chicago Proviso Leyden Council for Community Action, Inc. Real Foods Collective Suburban Primary Health Care Council / DBA: Access to Care West Cook YMCA AgeOptions Beds Plus Care Beyond Hunger Catholic Charities of the Archdiocese of Chicago Family Focus Quinn Center of St. Eulalia Maywood Medical-Legal Partnership (Loyola University Chicago School of Law) Pav YMCA	Care coordination; chronic disease management; behavioral health; SDOH services	Westside & Western Cook County



# V.A.3. Healthcare Transformation

## A. Southside Healthy Community Organization Collaborative



HFS

Illinois Department of  
Healthcare and Family Services



# South Side Healthy Community Organization

**Presentation to the Illinois Department of Healthcare and Family Services  
Medicaid Advisory Committee**

November 4, 2022

**SOUTH SIDE HEALTHY  
COMMUNITY ORGANIZATION**



**HTC**

Healthcare Transformation  
Collaboratives

# Agenda

- 1. SSHCO Overview**
- 2. SSHCO Model**
- 3. Status Report**
- 4. Community Engagement Opportunities**

# South Side Healthy Community Organization

 <p>Advocate Aurora Health</p>	 <p>BELOVED COMMUNITY FAMILY WELLNESS CENTER</p>	 <p>CFHC CHICAGO FAMILY HEALTH CENTER</p>
 <p>CHRISTIAN COMMUNITY HEALTH CENTER</p>	 <p>FH Friend Health</p>	 <p>JPH Jackson Park Hospital caring for you</p>
 <p>NN Near North Health</p>	 <p>The New Roseland Community Hospital</p>	 <p>Sinai Chicago Holy Cross Hospital</p>
 <p>South Shore hospital</p>	 <p>ST. BERNARD HOSPITAL AND HEALTH CARE CENTER</p>	 <p>AT THE FOREFRONT UChicago Medicine</p>
 <p>TCA HEALTH</p>	<ul style="list-style-type: none"> <li>•3 Hospital Systems</li> <li>•4 Safety Net Hospitals</li> <li>•6 Federally Qualified Health Centers</li> </ul>	

## At a Glance...

- Established as a 501(C)3 organization August 23, 2022
- Collaborative includes thirteen Healthcare Entities on the South Side of Chicago
- Priorities include improving health outcomes for residents and health equity across the South Side
- Tactics include expanding access to clinical care and social resources, while supporting patient navigation



**HTC**

Healthcare Transformation  
Collaboratives

# South Side Healthy Community Model

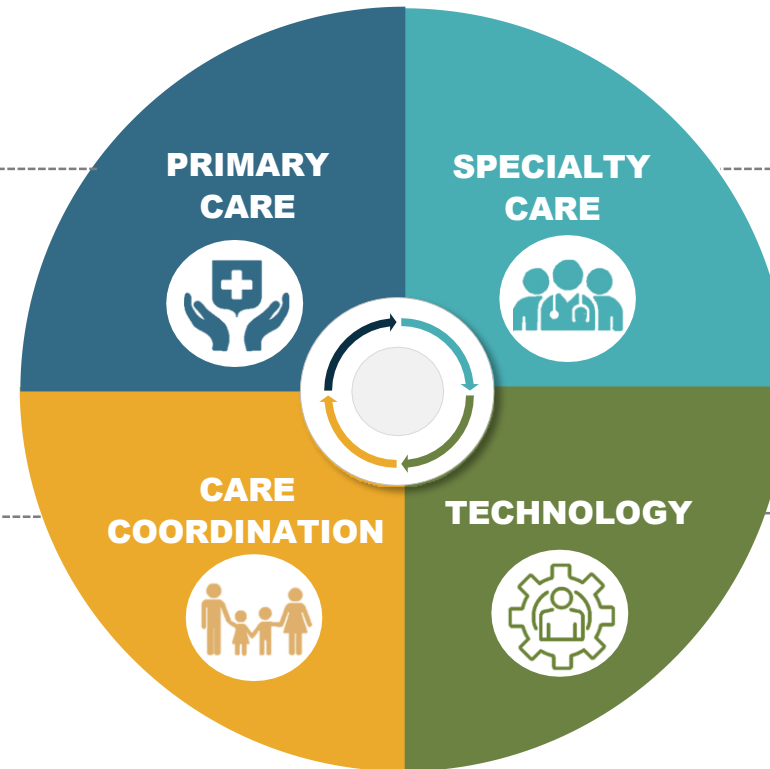
SCOPED TO SERVE OVER 400K **SOUTH SIDERS** WITH BETTER, MORE SEAMLESS & MORE ACCESSIBLE CARE  
Through an *unprecedented collaboration* of the regions' FQHCs, safety net hospitals and health systems

## Increase and enhance primary care access

- Create continuum of care for pregnant patients through access to Ob/Gyns and Labor & Delivery
- Up to 90 additional PCP and Ob/Gyn net new providers over 5 years

## Coordinate care across SSHCO sites

- Connect patients to clinical and social resources
- Up to 250 Care Coordinators over 5 years
- Targeted partnerships for social determinants of health



## Address chronic disease and behavioral health




- Up to 50 net new specialists over 5 years
- Access to tele-psychiatry
- Access to high-risk pregnancy care

## Leverage Connected Care Technology to seamlessly transition care and share data



























- Enable SSHCO Sites to collaboratively manage care coordination
- Allow Care Coordinators to make program referrals across SSHCO Sites

# Year 1 Implementation Dashboard

January 1 – December 31, 2022

-  Personnel are hired / site is live
-  Recruitment and onboarding underway
-  Focus for Year 2

The Model will scale over time so that all SSHCO sites are resourced.

	 Primary Care & OB	 Specialty Care	 Care Coordination	 Technology
<b>St. Bernard Hospital</b>				
<b>Roseland Community Hospital</b>				
<b>Holy Cross Hospital</b>				
<b>Jackson Park Hospital</b>				
<b>Advocate Aurora Trinity Hospital</b>				
<b>South Shore Hospital</b>				
<b>UChicago Medicine</b>				
<b>Beloved Community Wellness Center</b>				
<b>Christian Community Health Center</b>				
<b>Friend Health</b>				
<b>Near North Health</b>				
<b>Chicago Family Health Center</b>				
<b>TCA Health</b>				

**Platform Summary:**

Epic Healthy Planet CareLink is enabling Care Coordination staff at Live Sites to collaboratively manage patient care.

**Enabling Functions:**

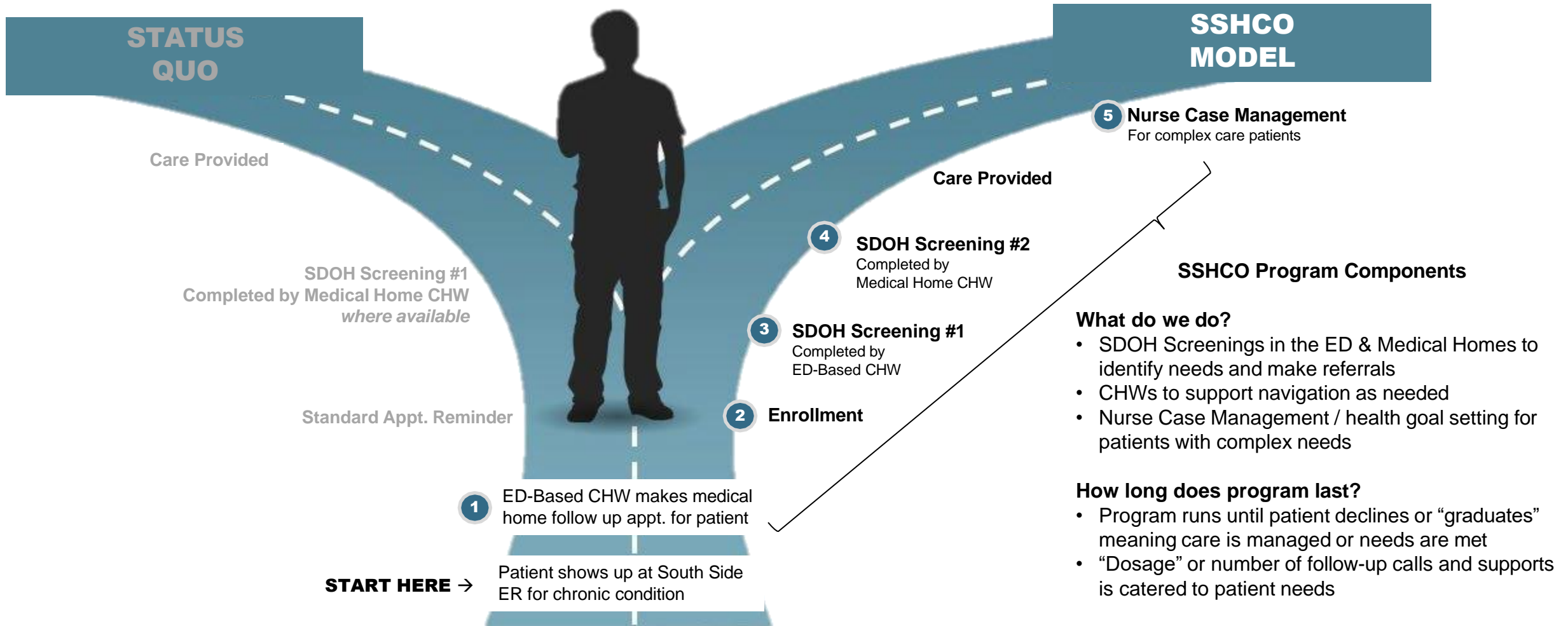
- ✓ Cross-site program referrals
- ✓ SDOH screenings
- ✓ Indication of chronic condition(s)
- ✓ Chart notes



# A Patient's Journey: Patient Presents to an SSCHO Emergency Room

**1** Net-new patient touch-points for SSHCO-enrolled patients

The SSHCO Care Coordination Model provides **multiple touch points with patients** leading up to and after appointments. These are **opportunities to engage patients** in managing their health, and to **address unmet social needs**.



# Community Engagement

Partnership Requests for Proposals	Employment	Communications / PR
<p><b>1 Social Determinants of Health RFP</b></p> <ul style="list-style-type: none"><li>Released October 10, 2022</li><li>Received 70+ Letters of Intent</li><li>Proposals due November 10, 2022</li><li>Respondents include CBOs who provide employment, financial, housing and food insecurity services</li></ul> <p><b>2 Transportation RFP</b></p> <ul style="list-style-type: none"><li>Target release date early November, 2022</li><li>Seeking partners to support transportation needs of SSHCO patients</li><li>Preference for MWBE businesses</li></ul>	<p><b>We're hiring!</b></p> <p><b>Community Health Workers</b></p> <ul style="list-style-type: none"><li>Hiring members of the South Side community to support the SSHCO Care Coordination model</li><li>Hiring waves occur on a rolling basis</li></ul> <p><b>Nurse Care Coordination Supervisors</b></p> <ul style="list-style-type: none"><li>Nurse Supervisors to manage teams of nurse case managers at SSHCO Sites</li><li>Preference given to members of the South Side community</li></ul> <p>For more information on all jobs available: <a href="#">Work with Us – South Side Healthy Community Organization</a></p>	<p><b>Town Hall Events:</b> Date: Participants</p> <ul style="list-style-type: none"><li>Nov, 2021: 182</li><li>Feb, 2022: 233</li><li>Jun, 2022: 160</li><li>Nov, 2022: 160+</li></ul> <p><b>Engagements and Info Sessions:</b></p> <ul style="list-style-type: none"><li>Chicago Health Executive Forum event</li><li>Request for Information Q&amp;A Sessions</li><li>Request for Proposals Q&amp;A Sessions</li></ul> <p><b>Social Media</b></p> <ul style="list-style-type: none"><li>Facebook: 193 followers</li><li>LinkedIn: 43,902 Impressions</li><li>Website: 6,292 visits</li></ul> <p><b>News Media:</b></p> <ul style="list-style-type: none"><li>15 news media stories</li></ul>

# Conclusion

## SOUTH SIDE HEALTHY COMMUNITY ORGANIZATION

### Summary

- The South Side Healthy Community Organization is a novel approach to localized care management.
- Our thirteen Collaborative member sites are committed to improving health outcomes for South Side Residents.
- We will succeed on this goal by increasing access to clinical care, and a Care Coordination model that ensure patients are supported in between doctor's visits.
- Over time, we will continue to enhance our model as collaborative sites receive investments in Primary Care, Specialty Care, and Care Coordination.

### How to Engage with the SSHCO



Visit our website: [SouthSideHealthyCommunity.com](https://SouthSideHealthyCommunity.com)



Like us on Facebook: [Facebook.com/SSHealthyCommunity](https://Facebook.com/SSHealthyCommunity)



Find us on LinkedIn: [LinkedIn.com/Company/SSHCO](https://LinkedIn.com/Company/SSHCO)



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# Thank You

**SOUTH SIDE HEALTHY  
COMMUNITY ORGANIZATION**



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# V.A. Innovations

## 4. PACE





# PACE (Program for All Inclusive Care of the Elderly)

- A. 8 PACE Organizations in 5 Regions of Illinois were announced in August 2022 following a competitive Request for Application (RFA) process.
- B. HFS meets monthly with each PACE Organization to assist them in review of CMS-required policies and to prepare them for their on-site readiness review.
- C. 4 PACE Organizations will submit an application to CMS in December 2022.
- D. 4 PACE Organizations will submit an application to CMS in March 2023.
- E. At this time all PACE Organizations still plan to begin the enrollment process in June 2024, as provided for in state legislation.

# V.A. Innovations

## 5. Establishment of Certified Community Behavioral Health Clinics





# Establishment of Certified Community Behavioral Health Clinics (CCBHC)

- A. State legislation required HFS to establish a CCBHC program within Medicaid.
- B. HFS, DHS-DMH and DHS-SUPR are working collaboratively to complete a competitive Demonstration Grant application issued by SAMHSA in mid-October and due December 19, 2022. Fifteen states will be selected to receive up to \$1 million in planning funds.
- C. Goal is to create a sustainable path to grow the CCBHC model (funded through SAMHSA grants currently) and expand needed behavioral health services.



# ANY QUESTIONS?



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# V.B. Program Updates

## 1. HealthChoice Illinois Update



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# HealthChoice Illinois Update

- A. MMAI transition plan submitted to CMS on 10/1.
- B. Awaiting feedback from CMS**



# V.B. Program Updates

## 2. Eligibility Updates

## a. Metrics

Type	Total	Notes
New Application	3,613	<ul style="list-style-type: none"><li>• Total reflects statewide applications</li><li>• Older than 45 days</li></ul>
Redetermination	9,371	<ul style="list-style-type: none"><li>• On hand</li><li>• Form A that is being returned, but are not required</li><li>• SNAP Redetermination that has a Medical Redetermination attached to it</li></ul>

## b. Health Benefits for Immigrants

### Immigrant Seniors (65+)

- 13,959 enrolled
- \$211,483,741 in claims

### Immigrant 55-64

- 8,894 enrolled
- \$39,014,497 in claims

### Immigrant 42-54

- 10,660 enrolled
- \$18,760,327 in claims

Complete reports can be viewed on the HFS Public Education Subcommittee at :  
[Reports | HFS \(illinois.gov\)](#)

### Transition: CHIP to Medicaid Expansion - Effective July 1, 2022

- Approx. 190,000 children covered by CHIP (Title 21) transitioned to Medicaid Expansion program (Title 19).
  - *Children now have coverage without any premiums or co-payments*
  - *Children are now eligible for benefits even with current or recent private insurance (Medicaid as secondary payer)*
  - *Children may apply for three months of retroactive coverage, if needed*
  - *Children now have coverage beginning with the month of application, if eligible*
  - *Children now qualify for the same comprehensive benefits, including non-emergency transportation*
  - *Children now have access to care coordination under the state's Medicaid managed care program*
  - *Children now have access to vaccines under the Vaccine for Children's Program (VFC)*



# V.B. Program Updates

## 3. Reproductive Healthcare



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# Reproductive Healthcare

## A. Family Planning Program Implementation

- Target implementation date: 11/30/22
- New partial benefit Medicaid eligibility group covering family planning and related services and supplies for individuals up to 213% FPL.
- Individuals can:
  - Apply only for the Family Planning Program, or
  - Select to have their eligibility determined for the Family Planning Program if they are ineligible for full Medicaid benefits.
- Approved providers can make presumptive eligibility determinations.
- Eligibility SPA and presumptive eligibility provider materials are under review at federal CMS.

# Reproductive Healthcare (cont.)

## B. Pharmacist Dispensing of Contraception

- Provider notice issued on 10/31/22 includes enrollment, billing, and payment guidance for pharmacists.
- Pharmacists can bill for dates of service on or after 8/1/22.

## C. 12-Month Postpartum SPA approved on 10/20/22

- SPA approved on 10/20/22 transitions the state's authority from an 1115 waiver to a SPA.
- The authority transition does not impact eligibility or covered benefits.

# ANY QUESTIONS?



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# VI. Subcommittee Reports & Recommendations





## **A. Community Integration Subcommittee**

- A. Since last MAC, MAC CI has had presentations on opportunities in Aging, Reentry, and Medically Fragile/Technology Dependent HCBS**
- B. Public input for HCBS recommendations has concluded; THANK YOU to all who have weighed in!**
- C. In final phase of collecting subcommittee suggestions; revised draft will be sent to HFS for high level review, then revised again accordingly; MAC CI members will provide final edits in December**
- D. MAC CI recommendations will be presented at January MAC**



## **B. Health Equity and Quality Care Subcommittee**

**A. Next Meeting Scheduled for Nov 17, 2022**

# C. Public Education Subcommittee

## A. Presentations from August 18, October 20 meetings are online. Summary of Oct 20 meeting:

### 1. Medical Programs

- Pharmacists prescribing birth control – waiting for SPA approval
- Program for All Inclusive Care for the Elderly (PACE) – aiming to be operational June 2024
- Housing supports - Leadership through Office of Medicaid Innovation, reviewing opportunities to include more providers and eligible participants
- Certified Community Behavioral Health Clinics – integrates physical and BH health; Illinois intends to apply for SAMHSA planning grant

## C. Public Education Subcommittee

### 2. Eligibility

- Enrollment reports posted online
- Family planning SPA on track for December 1, 2022 start date; individuals can enroll directly for limited benefits OR apply for Medicaid and then evaluated for program if ineligible for full benefits

### 3. Next phase of PHE messaging – continue to encourage Medicaid enrollees to update their address and look out for redetermination/renewal letters

### 4. DHS – updates on Family Community Resource Centers and support for asylees



## **D. NB Stakeholder**

- A. HFS hosted the kick-off meeting for qualified CCSOs on August 11<sup>th</sup>**
- B. IMPACT is now open for CCSOs to complete the enrollment process**
- C. Final staffing lists from CCSOs**
- D. CCSOs will begin engaging Pathways youth and families in January**
- E. Update from the Family Workgroup**
- F. Update from the Provider Messaging Workgroup**

# ANY QUESTIONS?



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# VII. Public Comments



# Public Comments

## Update:

### A. Amber Kirchhoff

**Director, Public Policy + Governmental Affairs**

**IPHCA**

### B. Sam Forsythe

**Hepatitis Treatment and Care Manager**

**Howard Brown Health**

# VIII. Additional Business: Old & New



# A. Items For Future Discussion



# A.1. Need For Future Bylaws Amendments

## A. Discussion

### Bylaws

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

#### Bylaws

Amended and Adopted November 1, 2019

#### Article I — Name and Mandate

#### Section I

The Medicaid Advisory Committee (MAC) is created to advise the Department of Healthcare and Family Services (HFS), State of Illinois, about health and medical care services under the Medical Assistance Program pursuant to the requirements of 42 CFR 431.12 with respect to policy and planning involved in the provision of Medical Assistance.

#### Section II

The MAC shall have the opportunity for participation in policy development and program administration, including furthering the participation of recipient members in the agency program pursuant to 42 CFR Section 431.12(e).

#### Section III

Vision Statement: It is the vision of the MAC to ensure that populations covered under HFS' Medical Assistance programs have timely access to high quality medical care delivered in a cost-efficient manner that meets their need regardless of race/ethnicity, primary language, geography, age, disability or other socioeconomic factors.

#### Medicaid Adviso

MAC Home

Overview

Members

**Bylaws**

Meeting Schedule

Meeting Minutes

MAC Meeting Pres

Meeting Notice

Email Notification

MAC Subcommitte

Community Integ

Health Equity an



# B. HFS Announcements







## B.1. Ethics Training For All MAC Members

### A. All appointees must complete the following trainings on OneNet:

1. Diversity, Equity, and Inclusion Training
2. HIPAA and Privacy Training
3. Security Awareness Training
4. Harassment and Discrimination Prevention Training
5. Ethics Training

You can access the trainings at the following link:

<http://onenet.illinois.gov/mytraining>

Please see attached memo for additional details. Please complete the trainings through OneNet no later than December 16, 2022.

# B.2. New MAC and Subcommittee Membership Questionnaire

## Medicaid Advisory Committee (MAC)

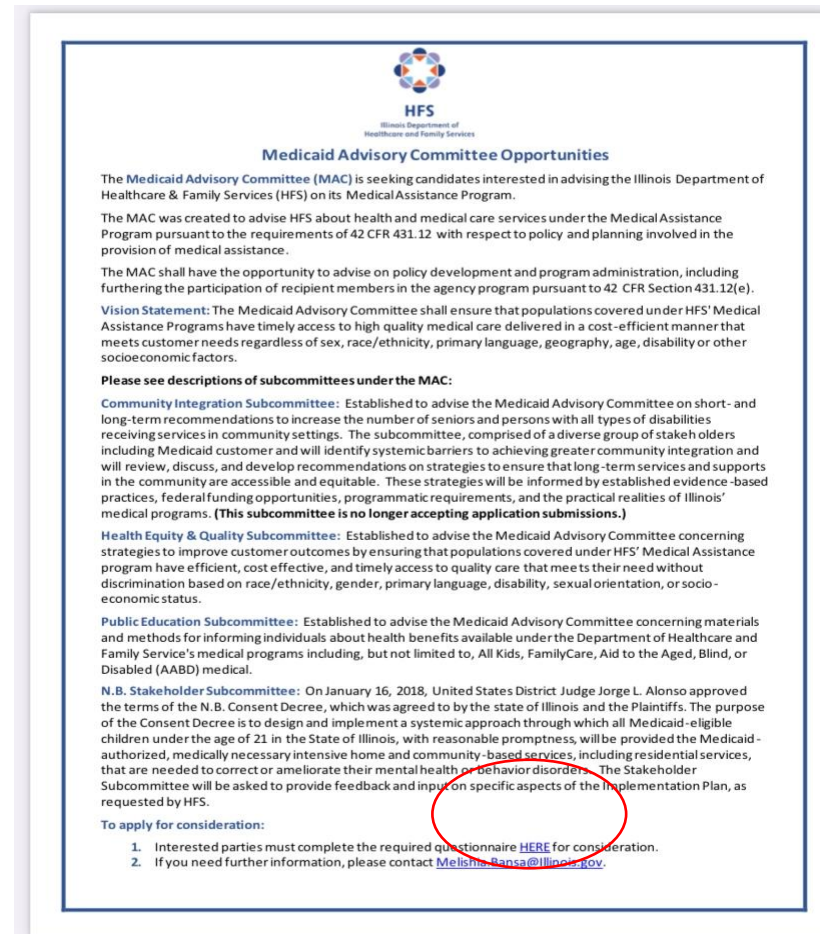
HFS > About Us > Boards and Commissions > Medicaid Advisory Committee (MAC)

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 431.12.

- [Medicaid Advisory Committee Opportunities \(pdf\)](#)

Medicaid Advisory Committee (MAC)
<a href="#">MAC Home</a>
<a href="#">Overview</a>
<a href="#">Members</a>
<a href="#">Bylaws</a>

### Step 1



The screenshot shows a document titled "Medicaid Advisory Committee Opportunities" from the Illinois Department of Healthcare and Family Services (HFS). The document outlines the purpose of the MAC, its vision statement, and details about three subcommittees: Community Integration Subcommittee, Health Equity & Quality Subcommittee, and Public Education Subcommittee. A red circle highlights the text "specific aspects of the Implementation Plan" in the Public Education Subcommittee section. At the bottom, there is a list of instructions for applying for consideration, including a link to a questionnaire and contact information for Melishia Bansa.

### Step 2



The screenshot shows the "Medicaid Advisory Committee (MAC) & Subcommittee Application" form. It includes the HFS logo and the title "Request for Membership Application".

\* Required

**Please provide your contact information.**

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

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

### Step 3

## B.3. Resources

**A. To receive MAC email notifications regarding public meeting notices, sign up for our MAC and Subcommittee Listserv:**

1. [Medicaid Advisory Committee \(MAC\) | HFS \(illinois.gov\)](#)
2. [MAC and Subcommittees E-mail Notification Request | HFS \(illinois.gov\)](#)

## B.3. Resources

A. The Illinois Department of Healthcare and Family Services (HFS) utilizes a range of social media accounts to better reach our customers and stakeholders. We encourage you to follow us on Facebook, Twitter, and LinkedIn for important news, announcements and alerts. And please spread the word to your own followers.

**Together, let's keep those we serve well informed, educated and empowered!**

# ANY QUESTIONS?



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# IX. Adjournment

# THANK YOU

