



Member Engagement Series: Gathering and Using Member Feedback in Plan Governance

Continuing Education (CE) Activity Information & Instructions (Enduring Activity #: WE-E03272019-MMCO)

Activity Information

<i>Activity Description</i>	2
<i>Target Audience</i>	2
<i>Learning Objectives</i>	2
<i>Participation</i>	2
<i>Speaker Bios & Disclosures (alphabetical by last name)</i>	3

Continuing Education Credit Information

<i>Continuing Education Credit</i>	5
<i>Accreditation Statements</i>	5

Instructions for Continuing Education Credit

<i>Learning Management System (LMS) Instructions</i>	5
<i>Registering To Take a Post-Assessment</i>	5
<i>Already have an account with the MLN LMS?</i>	6
<i>Don't have an account with the MLN LMS?</i>	6
<i>How do I create an account?</i>	6
<i>Finding the Post-Assessment</i>	6
<i>Accessing Your Transcript and Certificate</i>	7
<i>Hardware/Software Requirements</i>	7
<i>CMSCE Program Policies</i>	7
<i>CMS Privacy Policy</i>	7
<i>Help</i>	7



Activity Information

Activity Description

Members participating in health plan governance can provide valuable feedback to inform plan policies and procedures that address the needs of members and their families and caregivers.[1] Following two webinars on [engaging members in plan governance](#) and [ways to recruit and support participating members](#), the third, and final, webinar of this series on member engagement in plan governance is focused on how plans can gather robust feedback and implement changes to address feedback from members effectively.

This webinar featured strategies for successfully soliciting feedback from members and communicating feedback to staff across all operational levels within the plan, including senior plan leadership. Plan representatives shared strategies for communicating changes in processes, policies, and procedures with members engaged in plan governance and provided specific examples of changes that occurred as a result of feedback from members. Finally, individual members shared their first-hand experiences with engagement in plan governance and offered their insights on how their role in plan governance has led to improvements in care for individuals dually-eligible for Medicare and Medicaid, as well as other people with complex health and social needs.

Please click below to access the recorded webinar:

https://www.resourcesforintegratedcare.com/MemberEngagement/2019_ME_Webinar_Series/Gathering_and_Using_Member_Feedback_in_Plan_Governance.

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

Target Audience

This activity is designed for all health care professionals.

Learning Objectives

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

- Recognize approaches health plans use to effectively gather member feedback on plan operations
- Identify strategies for communicating member feedback to staff across all operational levels within the plan, including senior leadership
- Identify strategies for implementing feedback loops that include bidirectional communication between members and plan administrators
- Identify topics best suited for members' input through advisory committees and other avenues that can have significant impact on member experience

Participation

Watch the recorded webinar linked to in the *Activity Description* section of this document, and access and complete the assessment and evaluation, per the *Instructions for Continuing Education Credit*, at the end of this document.

Speaker Bios & Disclosures (alphabetical by last name)

No one in a position to control the content of this activity has anything to disclose. All planners and developers of this activity have signed a disclosure statement indicating any relevant financial interests. This activity was developed without commercial support.

Tina Davis, presenter, has been employed as the Director of Marketing and Community Outreach at Select Health of South Carolina, a Medicaid Managed Care Organization (MMCO), since September 2001. Ms. Davis also assumed the Director of Community Outreach and Health Advocacy position in 2015 when the organization launched the South Carolina Medicare-Medicaid Plan (MMP), First Choice VIP Care Plus. She is charged with achieving state-wide membership goals and the delivery of plan-defined messages to plan members statewide. Her responsibilities also include marketing and member outreach programs and building and nurturing collaborative relationships with key community organizations and presenting a positive branding image.

Ms. Davis launched the Member Advisory Council for the Louisiana and South Carolina health plans. She serves as the Chair of the Member Advisory Council for both committees and guides the council's support of meaningful engagement with members, caregivers, and community stakeholders. Her professional experience includes performing outreach activities to support the Healthcare Effectiveness Data and Information Set (HEDIS) goals and measurements and managing a team of community health educators who attract, recruit, and retain members into the healthcare plan.

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

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

Elizabeth Haskins, presenter, has participated in the PrimeWest Health Stakeholders Advisory Committee since 2017.

Charmal Hill, AS, presenter, has been employed by Select Health of South Carolina, a Managed Care Organization, since December 2001. Ms. Hill has served as the Executive Assistant to the Vice President of the Medicaid-Medicare Plan, First Choice VIP Care Plus since May of 2015. Prior to assuming this position, she served as an Executive Assistant to the Regional Medical Director.

Ms. Hill has served as the Secretary of the Member Advisory Committee for the last three years. During this time, she has researched multiple discussion topics and led discussions in breakout sessions. Ms. Hill has a wealth of knowledge on how the member advisory committee recruits members as well as how the member's valuable feedback is utilized by the organization.

Ms. Hill earned an Associates Degree in Health Care Administration from ECPI University .

Renée Markus Hodin, JD, presenter, has been employed by Community Catalyst as the Deputy Director of the Center for Consumer Engagement in Health Innovation since October 2015. Prior to joining the Center, she served at Community Catalyst as the Director of the Voices for Better Health Project from April 2007 through September 2015, Associate Director of the Prescription Access Litigation Project from January 2003 through March 2007, and Staff Attorney for the Community Health Assets Project from January 1998 through December 2002.

Before joining Community Catalyst, Ms. Hodin served as a Special Assistant Attorney General in the Civil Litigation Department of the Vermont Attorney General's Office from October 1994 through June 1997.

Ms. Hodin has developed education for advocates, providers, and plans using various formats, such as printed materials, web-based training events, and slide presentations. She has conducted teleconferences, webinars, in-person presentations, and training for advocates, providers, and plans on a wide variety of health care policy issues, including hospital free care and community benefits, health care delivery and payment reform, and consumer engagement.

Ms. Hodin earned a Juris Doctor degree, with honors, specializing in health law and policy, from the University of Maryland's School of Law.

Gwendolyn E. Jackson, MA, LBSW, presenter, is an Administrator for Total Home Health Care of South Carolina. Ms. Jackson has participated in the First Choice Member Advisory Council since its inception. Her professional experience includes working in addictions and corrections counseling while serving in the U.S. Navy. Ms. Jackson's experience also includes working in skilled nursing facilities, assisted living facilities, and hospice agencies after retiring from military service.

Ms. Jackson earned a Master of Arts degree in Counseling from Webster University.

Caroline Loeser, BS, developer/planner, is a Research Consultant at the Lewin Group. Ms. Loeser brings expertise related to technical assistance, program support, and developing products for providers serving individuals with severe mental illness and substance abuse. At Lewin, Ms. Loeser supports several federal contracts with the Centers for Medicare & Medicaid Services (CMS). Her current work focuses on providing technical assistance and performing qualitative data analysis for the Health Care Innovation Awards Round Two (HCIA2). In addition, Ms. Loeser supports Lewin in engaging subject matter experts and key informants to shape products, resources, and tools for providers who serve Medicare-Medicaid enrollees.

Ms. Loeser earned a Bachelor of Science degree in Public Health and Tropical Medicine from Tulane University.

Matt Magnuson, presenter, has over 21 years of experience in the health care industry. He has served as the Director of Membership and Program Development at PrimeWest Health (PWH) since 2007. In this role, Mr. Magnuson established and maintains the Member Stakeholder Committee. Prior to joining PWH, Mr. Magnuson served as Regional Director of Sales and Marketing for US Script, a national pharmacy benefits manager. He also served as the Vice President of Operations and Member of the Board of Directors for LBB Industries, a mail-order pharmacy serving Medicaid members in the states of Texas, Oklahoma, New Mexico, and

Arizona. In addition, Mr. Magnuson's experience includes serving on federal, state, and regional taskforces and work groups.

Continuing Education Credit Information

Continuing Education Credit

International Association for Continuing Education and Training (IACET)

The Centers for Medicare & Medicaid Services (CMS) is authorized by IACET to offer 0.2 Continuing Education Unit (CEU) for this activity. CEU will be awarded to participants who meet all criteria for successful completion of this educational activity. CEU credit for this course expires at midnight on March 27, 2020.

Accreditation Statements

[Please click here for accreditation statements.](#)

Instructions for Continuing Education Credit

The Medicare Learning Network® (MLN) recently upgraded its Learning Management System (LMS).

If you were already registered in the former MLN Learning Management System (LMS), you do not need to create a new login or password. However, the appearance of the system and instructions for registering, logging-in, accessing courses, and obtaining certificate information have all changed.

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

Learning Management System (LMS) Instructions

In order to receive continuing education credit for this enduring activity, you must pass the session post-assessment and complete the evaluation. The continuing education post-assessments and evaluations are being administered through the Medicare Learning Network®.

The post-assessment will be available on the Medicare Learning Network® (MLN) Learning Management System (LMS). Participants will need to login or register, to access the post-assessment.

Registering To Take a Post-Assessment

If you have previously taken Medicare Learning Network® (MLN) web-based training (WBT) courses, you may use the login ID and password you created for those courses. If you are a new user, you will need to register.

Already have an account with the MLN LMS?

To login (if you already have an account):

1. Go to the LMS Homepage <https://learner.mlnlms.com>
2. Enter your login ID and password and click on “Log In”

Don’t have an account with the MLN LMS?

Accessing the LMS/registering if you have NO account

- Need step by step instructions with screen shots?
- Forgot your password?
- Want to edit your account information?

How do I create an account?

1. Go to the LMS Homepage <https://learner.mlnlms.com>
2. Select “Need an Account?”
3. Enter information for all the required fields (those with asterisks)

***NOTE:** Your login ID is case sensitive. Your password must include at least the following:

Eight characters

- One number
- One lowercase letter
- One uppercase letter
- One of the following six symbols: ! @ \$ % & ?

You may select “Other” for the “Health Care Provider” and “Health Care Facility Type” fields. You may select “Other” or “None” for the “Association” field, if you are not associated with an association or your’s is not listed.

4. At the “Select Organizations” screen, type “CMS” in the “Find Organization” field, and select “Search.” Select “CMS-MLN Learners Domain – Organization,” and select “Save”
5. Complete the “Time Zone,” “Region,” and “# of Records (per page)” fields
6. Select “Create” to create your LMS account
7. A verification code will be sent to your email address that was used to create the new account. Enter the code and select “Go”

Add MLN@cms.hhs.gov to your address book to prevent MLN communications from going to your spam folder.

Finding the Post-Assessment:

1. Log In at <https://learner.mlnlms.com>
2. Enter title “**Member Engagement Series: Gathering and Using Member Feedback in Plan Governance**” in the “Browse Catalog” box. If you do not see the “Browse Catalog” box, you will need to open your browser more
3. Click on the title in the dropdown, scroll to the bottom of the page
4. Click “Enroll,” scroll to the bottom of the page
5. Click “Access Item,” scroll to the bottom of the page
6. Click “Post-Assessment,” open item

Accessing Your Transcript and Certificate

To complete the course and get your certificate, you must complete the course evaluation. [Please click here for instructions for completing the evaluation and accessing your transcript and certificate.](#)

For questions regarding continuing education credit contact CMSCE@cms.hhs.gov via email.

Hardware/Software Requirements

[Please click here for hardware and software requirements.](#)

CMSCE Program Policies

[Please click here for CMSCE Program Policies.](#)

CMS Privacy Policy

[Please click here for CMS' Privacy Policy.](#)

Help

For questions regarding the content of this activity, or technical assistance with the Medicare Learning Network® (MLN) Learning Management System (LMS), your assessment, or certificate, contact CMSCE at CMSCE@cms.hhs.gov via email.

