



01-30-2019 Member Engagement Series: Successfully Engaging Members in Plan Governance

Continuing Education (CE) Activity Information & Instructions (Live Activity #: WE-L01302019-MMCO)

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Activity Information

Activity Description

Health plans derive significant value from engaging members in defining, designing, participating in, and assessing their care systems.[1] By soliciting and responding to member voices, plans can ensure that policies and procedures are responsive to the needs, preferences, and values of members and their families and caregivers. One of the ways health plans engage members dually eligible for Medicare and Medicaid is by including members in plan governance, such as establishing member advisory committees and placing members on governing boards. Engaging members in these ways can help plans achieve high-quality, comprehensive, and coordinated care.

This webinar featured new research on the member advisory bodies operating within Medicare-Medicaid Plans (MMPs) across the country. MMPs' experiences implementing member engagement requirements are informative for all health plans serving dually eligible members. Speakers from MMPs shared information about the composition, function, and impact of member engagement in their plans' governance as well as lessons for building a culture of engagement within plans or other systems serving people with complex health and social needs.

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>.

Learning Objectives

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

- Demonstrate knowledge of the member engagement approaches used by Medicare-Medicaid Plans (MMPs) serving dually eligible beneficiaries
- Recognize strategies health plans use for recruiting a diverse group of members for roles in plan governance
- Identify issues on which members engaged in health plan governance can have the greatest impact
- Recognize strategies for building a culture of engagement within health plans and other systems serving populations with complex health and social needs

Participation

Register for the webinar, participate in the webinar, 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.

Angela Addo, MPH, MBA, presenter, has worked for Aetna Better Health of Michigan as the Manager of Community Development since September 2017. Prior to joining Aetna, she worked as the Manager of Marketing and Community Outreach for AmeriHealth Caritas, a MMP plan in Michigan. Ms. Addo has worked to develop and support advisory councils for Medicare-Medicaid plans since 2015. She manages Aetna Better Health of Michigan's advisory councils. She has

also developed advisory council policies, written advisory council charters, and trained council members on how to serve effectively.

Ms. Addo earned a Master of Public Health degree in Health Education and Health Behavior from the University of Michigan, Ann Arbor and a Master of Business Administration degree in Marketing from Howard University.

Kathryn Hanfland, BA, presenter, has been employed as a Community Development Coordinator (CDC) with Aetna Better Health of Michigan, a Managed Health Care Organization, since December 2014. In this role, Ms. Hanfland has served on several committees and participated in community collaboratives to address the Social Determinates of Health (SDoH). She has been a Board member for the Berrien County TRIAD since 2017, with the focus of health and safety of senior citizens. She has been actively involved in her community as a volunteer at various senior centers and community organizations for low-income individuals. Ms. Hanfland has organized and chaired the Member Advisory Council (MAC) meetings for the Southwest Michigan participants since January 2015. She increased participation by over 60% in the past two years. Ms. Hanfland has been very committed to the health plan's success and has genuine interest in the participants' opinions. Ms. Hanfland has facilitated several presentations over the course of her career and has earned the respect of colleagues in all parts of Southwest Michigan.

Ms. Hanfland earned a Bachelor of Arts degree in Interpersonal and Organizational Communications from the University of Central Florida.

Renée Markus Hodin, JD, presenter, has been employed by Community Catalyst as 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, Prescription Access Litigation Project from January 2003 through March 2007, and Staff Attorney, 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, as well as 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.

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.

Robyn Rohr, BA, presenter, has been employed as a Senior Consumer Insight Manager with CareSource since January 2014. Ms. Rohr is a seasoned Consumer Experience professional who has held positions in both client and supplier research environments. Ms. Rohr has extensive experience in qualitative research methodologies, and has leveraged this knowledge to develop a successful strategy for developing and maintaining a robust Member Advisory Committee program across multiple markets and lines of business. These committees provide valuable insights that drive enterprise-wide improvement strategies, while creating meaningful relationships with members and community partners.

Ms. Rohr earned a Bachelor of Arts degree in Experimental Psychology and Research from Ohio University.

Kristina Rossi, PhD, presenter, has been employed in Consumer Experience at CareSource for almost five years, and has been the Director of Consumer Experience for two years. Prior to joining CareSource, Dr. Rossi spent eight years in retail strategy and consumer insights for Interbrand, a global branding company. During her tenure, the Consumer Experience Division has pioneered a new approach to consumer advisory councils that is more engaging for members and more informative and actionable for CareSource.

Dr. Rossi earned a Doctor of Philosophy degree in Interpersonal Communication from Bowling Green State University.

Leena Sharma, MPP, presenter, is a Project Manager and Senior Policy Analyst for the Center for Consumer Engagement in Health Innovation at Community Catalyst. Ms. Sharma provides policy expertise by translating knowledge and policies to support advocacy that promotes consumer and community engagement in health system transformation. She also serves as the lead for efforts to improve care for Medicare-Medicaid dually-eligible beneficiaries. For the past five years Ms. Sharma has worked to bring the consumer voice to the design and implementation of new programs aimed at providing better coordinated, comprehensive, and high-quality care to Medicare-Medicaid dually-eligible beneficiaries. Ms. Sharma recently authored a paper with fellow colleagues on Consumer Advisory Councils in the Financial Alignment Initiative.

Ms. Sharma earned a Master of Public Policy degree from Monmouth University.

Continuing Education Credit Information

Continuing Education Credit

IACET International Association for Continuing Education and Training (IACET)

The Centers for Medicare & Medicaid Services (CMS) is authorized by IACET to offer 0.2 CEU(s) for this program. CEUs 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 February 18, 2019.

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 live 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 “**01-30-2019 Member Engagement Series: Successfully Engaging Members 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.

