

Gathering and Using Member Feedback in Plan Governance

Credit Information

▪ If you are a **social worker in a National Association of Social Workers (NASW) state** and would like to receive CE credits through NASW for this event, please complete the pre-test posted here:

https://www.surveymonkey.com/r/MEPGS3_PreTest

- You will also be required to complete a post-test; a link to this test will appear at the end of the presentation.

▪ For more information about obtaining CE credit for **social workers in non-NASW states, psychologists, PAs, nurses (NP, APRN, RN, LPN), pharmacists, marriage and family counselors, etc.** via the Centers for Medicare & Medicaid Services Learning Management System, please visit:

https://www.resourcesforintegratedcare.com/sites/default/files/GatheringandUsingMemberFeedback_PreWebinar_Continuing_Education_Credit_Guide.pdf

Audio and Platform Information

- The audio portion of the presentation will automatically stream through your computer speakers. If you experience challenges with the audio, please click the phone icon at the bottom of the screen for dial-in information.
- If you are experiencing any technical difficulties with this platform, please use the Q&A feature for assistance or click the help button for additional information.

March 27, 2019

Gathering and Using Member Feedback in Plan Governance



Overview

- This is the third and final session of the *Member Engagement in Plan Governance* webinar series.
- Each session will be interactive (e.g., polls and interactive chat functions), with 60 minutes of presenter-led discussion, followed by 30 minutes of presenter and participant discussions.
- Video replay and slide presentation are available after each session at: <https://www.resourcesforintegratedcare.com>.

Accreditation

- **Individuals are strongly encouraged to check with their specific regulatory boards or other agencies to confirm that courses taken from these accrediting bodies will be accepted by that entity.**
- The Centers for Medicare & Medicaid Services (CMS) is accredited by the International Association for Continuing Education and Training (IACET) for Continuing Education Units (CEU).
- The National Association of Social Workers (NASW) is accredited to provide continuing education for social workers.

Continuing Education Information

If You Are A:	Credit Options	Requirements
Option 1: National Association of Social Workers		
Social Worker	<p>The National Association of Social Workers designates this webinar for a maximum of 1 Continuing Education (CE) credit hour.</p> <p>Please note: New York, Michigan, and West Virginia do not accept National CE Approval Programs for Social Work. New Jersey, Idaho, and Oregon do not recognize NASW National Approval.</p>	<ol style="list-style-type: none"> 1. Complete the pre-test at the beginning of the webinar 2. Complete the post-test with a score of 80% or higher by midnight March 28, 2019
Option 2: Centers for Medicare & Medicaid Services (CMS)		
Other	<p>The Centers for Medicare & Medicaid Services (CMS) is evaluating this activity for continuing education (CE) credit. The number of credits awarded will be calculated following the activity based on the actual learning time. Final CE information on the amount of credit will be available to participants within the Learning Management System (LMS) after the live activity.</p>	<p>Complete the post-test through CMS' Learning Management System with a score of 80% or higher by midnight April 15, 2019</p>

Support Statement

- This webinar is supported through the Medicare-Medicaid Coordination Office (MMCO) in the Centers for Medicare & Medicaid Services (CMS) to help beneficiaries dually eligible for Medicare and Medicaid have access to seamless, high-quality health care that includes the full range of covered services in both programs. To support providers in their efforts to deliver more integrated, coordinated care to dually eligible beneficiaries, MMCO is developing technical assistance and actionable tools based on successful innovations and care models, such as this webinar.
- To learn more about current efforts and resources, visit Resources for Integrated Care at:
<https://www.resourcesforintegratedcare.com>

Introductions

- **Matt Magnuson**

Director of Membership & Program Development,
PrimeWest Health



- **Elizabeth Haskins**

PrimeWest Health Member



Introductions

- **Tina Davis**

Directors of Outreach and Advocacy, First Choice VIP Care Plus



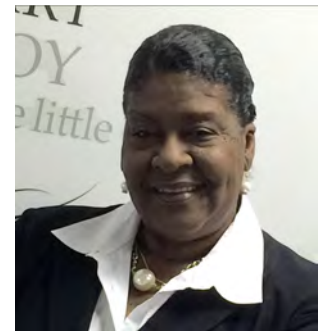
- **Charmal Hill**

Executive Assistant, First Choice VIP Care Plus



- **Gwen Jackson**

First Choice VIP Care Plus Member Advisory Council Participant
Administrator, Total Home Health Care of South Carolina



Learning Objectives

- 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 bi-directional communication between members and plan administrators
- Identify topics best suited for members' input – through advisory committees and other avenues— that impact a member's experience

Webinar Outline/Agenda

- Polls
- PrimeWest Health – Member Engagement in Plan Governance
- First Choice VIP Care Plus – Member Engagement in Plan Governance
- Panel Discussion
- Q&A
- Evaluation

Member Engagement in Plan Governance



Matt Magnuson

Director of Membership &
Program Development

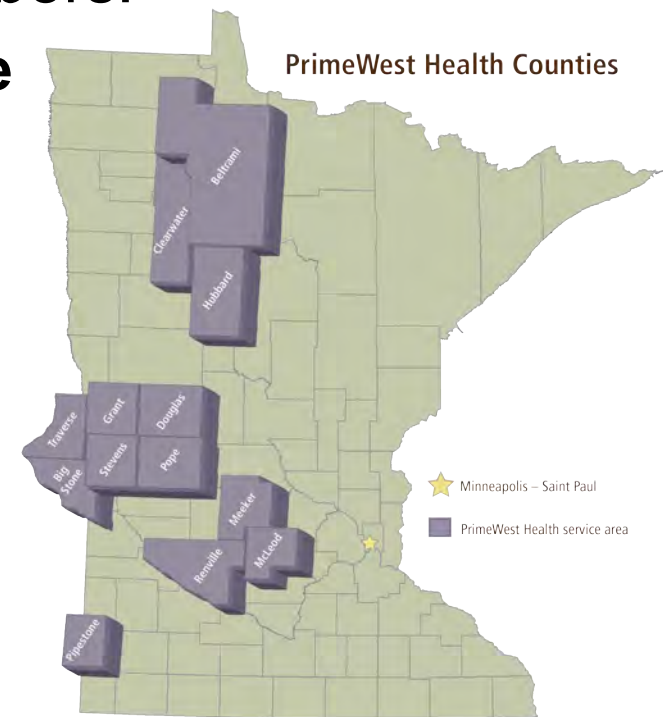


Elizabeth Haskins

Member, PrimeWest
Member Stakeholder
Committee

About PrimeWest Health

- PrimeWest Health is a county-owned health plan, serving 13 rural counties in Minnesota
- We provide six coverage programs for members, including two programs for dually eligible members:
 - **PrimeWest Senior Health Complete (HMO SNP)**, for members 65+
 - 1,940 dually eligible members
 - **Prime Health Complete (HMO SNP)**, for members 18-64 with a disability
 - 176 dually eligible members



Member Stakeholders Meeting

- PrimeWest Health's Member Stakeholders Meeting is open to PrimeWest Health members in all six programs
 - Number of members attending and programs represented vary by meeting (typically, 10-12 members)
 - Stakeholders include county case managers and financial workers, network providers, and Long-Term Services and Supports (LTSS) providers, including members' personal care attendants (typically, 10-12 stakeholders)
- Meetings are held twice each year, in the spring and fall, at PrimeWest Health's headquarters in Alexandria, MN
 - Meetings are held in a fully accessible room
 - Options for conference call and video participation, as needed

Recruiting and Supporting Members

- PrimeWest Health recruits members via referrals from staff, county case managers, and care coordinators, and through mail invitations and self-referrals
 - Seek members who are actively involved in their care through the call center or the care coordination/case management programs
 - Meetings are open to all members, and some members are regular participants
- PrimeWest Health encourages participation by providing:
 - For members: a meal, mileage reimbursement and/or transportation, and a gift card
 - For providers: a stipend and mileage reimbursement

Meeting Attendance

- PrimeWest Health staff in attendance include:
 - Membership & Wellness Manager (meeting facilitator)
 - Member Contact Center Coordinator
 - Pharmacy Manager
 - Chief Senior Medical Director
 - Care Coordinators

Meeting Agendas

- Member and stakeholder feedback informs agenda topics
 - Feedback gathered through surveys, comment cards, and group discussions
- Topics, raised by plan staff or members, include:
 - Plan changes and benefits
 - Seasonal items, (e.g., flu, heat-related illness)
 - Future initiatives
 - “Hot topics” in health care news
 - Feedback on the website and member materials

Member Engagement in Plan Governance



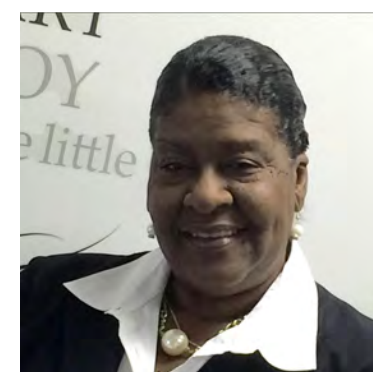
**Tina
Davis**

Director of
Community
Outreach



**Charmal
Hill**

Executive
Assistant



**Gwen
Jackson**

Member
Advisory
Council
Participant

About First Choice VIP Care Plus



- First Choice VIP Care Plus is a Medicare-Medicaid Plan (MMP) created to provide better health care for people who are dually eligible for Medicare and SC Healthy Connections Medicaid and 65 and over
- Launched in 2015 as part of the Medicare-Medicaid Financial Alignment Demonstration in South Carolina, called Healthy Connections Prime
- We are the largest MMP in South Carolina with about 7,530 members

Member Advisory Council

- Our Member Advisory Council (MAC) first met with 13 members and community stakeholders in September 2015
- Currently, we have 24 MAC participants, including members, caregivers, and community stakeholders
- Community Stakeholders vary, but often include representatives from:
 - Regional Councils on Aging
 - Housing Authorities
 - Community Action Agencies
- MAC members selected to closely mirror the overall plan demographics (including age, gender, race/ethnicity)

Recruiting and Supporting Members

- MAC member referrals come from Member Services and the Care Management Team
 - Seek members who are knowledgeable about the plan, have previously offered suggestions for improvement, and are willing to speak their mind and share potential solutions
 - No term limits for MAC members
- Also recruit MAC members at community events and new member orientations
- In appreciation for the valuable feedback we receive from our MAC members, we offer:
 - A \$25 gift card
 - Transportation
 - Lunch and our deepest gratitude!

Meeting Locations

- Service area consists of 39 counties in the Upstate, Midlands, and Low Country
- The three regions hold quarterly meetings simultaneously, linked by teleconference
 - Held in a community center (Upstate) and plan offices (Midlands and Low Country)
 - Most members attend in-person, teleconference is also available



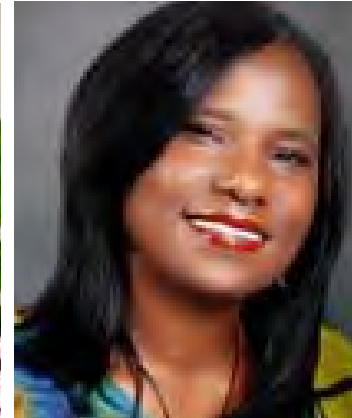
MAC Steering Committee

- The MAC steering committee oversees the MAC and is comprised of the following First Choice VIP Care Plus staff:
 - Executive Director, Community Outreach Director, LTSS Director, Member Services Director, and Quality Director
- The steering committee meets quarterly to identify topics to present to the council and discuss issues and progress made in previous MAC meetings
- The steering committee does not include members

Meeting Agendas

- Meeting agenda topics are determined by MAC members and the MAC steering committee
- Agenda topics can include discussion on:
 - Educational and promotional materials
 - Addressing gaps in care, e.g., promoting health screenings
 - Benefits and incentives
- Community stakeholders also attend MAC meetings to provide feedback and make presentations for council education

Panel Discussion: Gathering and Using Member Feedback in Plan Governance



Panel Discussion: Introduction



Elizabeth, Consumer Member –
PrimeWest Health



Gwen, Member Advisory Council
Participant – First Choice VIP
Care Plus

Panel Discussion: Gathering Member Feedback



Charmal, Executive
Assistant – First Choice VIP
Care Plus



Tina, Director of Community
Outreach – First Choice VIP
Care Plus



Matt, Director of Membership
& Program Development –
PrimeWest Health

Panel Discussion: Sharing Feedback Internally



Charmal, Executive
Assistant – First Choice VIP
Care Plus



Tina, Director of Community
Outreach – First Choice VIP
Care Plus



Matt, Director of Membership
& Program Development –
PrimeWest Health

Panel Discussion: Communicating Impact



Charmal, Executive
Assistant – First Choice VIP
Care Plus



Tina, Director of Community
Outreach – First Choice VIP
Care Plus



Matt, Director of Membership
& Program Development –
PrimeWest Health

Panel Discussion: Examples of Impact



Elizabeth, Consumer Member –
PrimeWest Health



Gwen, Member Advisory Council
Participant – First Choice VIP
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Panel Discussion: Examples of Impact



Charmal, Executive
Assistant – First Choice VIP
Care Plus



Tina, Director of Community
Outreach – First Choice VIP
Care Plus



Matt, Director of Membership
& Program Development –
PrimeWest Health

Panel Discussion: Other Methods for Gathering Member Feedback



Charmal, Executive Assistant – First Choice VIP Care Plus



Tina, Director of Community Outreach – First Choice VIP Care Plus



Matt, Director of Membership & Program Development – PrimeWest Health

Panel Discussion: Final Thoughts



Charmal, Executive Assistant – First Choice VIP Care Plus



Tina, Director of Community Outreach – First Choice VIP Care Plus



Matt, Director of Membership & Program Development – PrimeWest Health



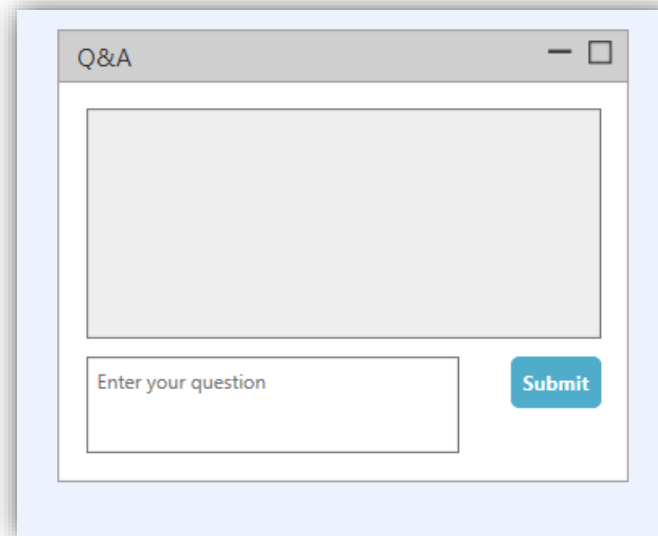
Elizabeth, Consumer Member – PrimeWest Health



Gwen, Member Advisory Council Participant – First Choice VIP Care Plus

Chat 1

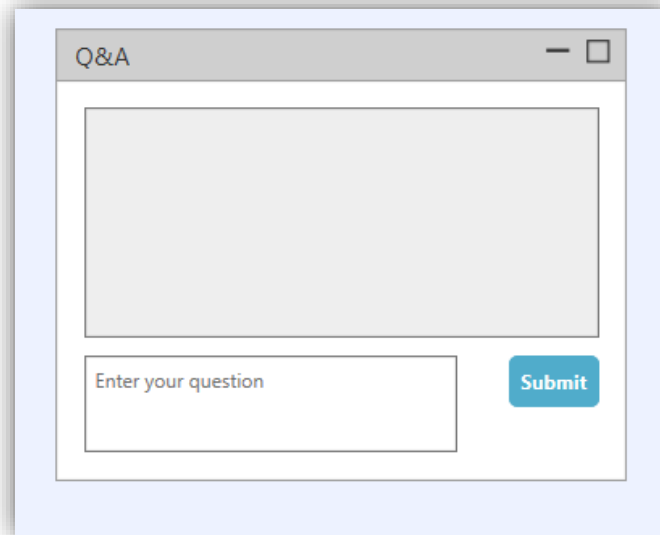
- How do you ensure that feedback gathered from Member Advisory Committees, or any other means of obtaining member feedback, reaches key stakeholders within your plan?
 - *Please enter your response in the Q&A box on the left-hand side of your screen*



The image shows a screenshot of a web-based Q&A form. The form is titled "Q&A" in the top left corner. It features a large, empty rectangular text area for entering a question. Below this area is a smaller input field with the placeholder text "Enter your question" and a blue "Submit" button to its right.

Chat 2

- Of the strategies that you have heard today, what strategies for addressing member feedback would you like to try at your plan? Are you already using similar strategies?
 - *Please enter your response in the Q&A box on the left-hand side of your screen*



The image shows a screenshot of a web-based Q&A form. The form is titled "Q&A" in the top left corner. It features a large, empty rectangular text area for entering a question. Below this area is a smaller input field with the placeholder text "Enter your question" and a blue "Submit" button to its right. The entire form is enclosed in a light blue border.

Questions



Thank You for Attending!

- The video replay, slide presentation, and a summary of the Q&A will be available at: <https://www.resourcesforintegratedcare.com>
- If you are applying for NASW CE credit, you must complete the post-test in order to receive credit: https://www.surveymonkey.com/r/MEPGS3_PostTest
- For more information about obtaining CEUs via CMS' Learning Management System, please visit: https://www.resourcesforintegratedcare.com/sites/default/files/GatheringandUsingMemberFeedback_Pre_Webinar_Continuing_Education_Credit_Guide.pdf
- If you missed the first two webinars in this series, you can view the recordings here:
 - ***Successfully Engaging Members in Plan Governance:***
https://www.resourcesforintegratedcare.com/MemberEngagement/2019_ME_Webinar_Series/Successfully_Engaging_Members_In_Plan_Governance
 - ***Recruiting Members and Supporting Participation in Plan Governance:***
https://resourcesforintegratedcare.com/MemberEngagement/2019_ME_Webinar_Series/Recruiting_Members_and_Supporting_Participation_in_Plan_Governance
- Questions? Please email RIC@lewin.com
- Follow us on Twitter at [@Integrate_Care](https://twitter.com/Integrate_Care) to learn about upcoming webinars and new products!

Webinar Evaluation Form

- Your feedback is very important! Please take a moment to complete a brief evaluation on the quality of the webinar. The survey will automatically appear on the screen approximately a minute after the conclusion of the presentation.
- We would also like to invite you to provide feedback on other RIC products as well as suggestions to inform the development of potential new resources:
<https://www.research.net/r/MVGNWVJ>

Resources

- Center for Consumer Engagement in Health Innovation. *“The Biggest Value is Getting the Voice of the Member” An Exploration of Consumer Advisory Councils within Medicare-Medicaid Plans Participating in the Financial Alignment Initiative*. Retrieved from <https://www.healthinnovation.org/resources/publications/an-exploration-of-consumer-advisory-councils-within-medicare-medicaid-plans>
- Oregon Health Authority, Community Advisory Councils: Recruiting and Engaging Oregon Health Plan Members - Handbook of Best Practices: <https://www.oregon.gov/oha/HPA/dsi-tc/Resources/CAC%20Best%20Practices%20for%20OHP%20Members%20Handbook.docx>
- Oregon Health Authority, Community Advisory Councils Member Assessment and Recruitment Matrix <https://www.oregon.gov/oha/OHPB/CCODocuments/Reference-Documents/CAC-Member-Assessment-Recruitment-Matrix.pdf>