

ODJFS/Office of Ohio Health Plans Medicaid Children's Health and Wellness Outreach and Communication Strategy

8/2007

Childrens' Health & Wellness Vision: "A seamless, coordinated, family centered and cost effective continuum of quality care for children through interagency and local partnerships to improve health outcomes and life success."

Goal: "Achieve an overarching Medicaid childrens' health and wellness system."

Strategy: "Achieve at least the federal screening and participation ratios requirement (80% each; ensure accurate data and reporting)."

- Objectives:**
1. Increase CDJFS adherence to Healthchek requirements & responsibilities.
 2. Improve parent's involvement in ensuring their children receive AAP required care and medically necessary care.
 3. Improve provider involvement and sufficiency, accuracy of billings.
 4. Increase MCPs EPSDT education and outreach efforts to consumers.
 5. Improve Sister Agency coordination and reduce duplication of programs or services.
 6. Enhance local community partnerships, including with schools; draw from existing best practices.
 7. Increase use of IT and e-health technology.

Communication Strategy Driver: Communication strategy is based on reality that multiple, ongoing communications with all involved persons and organizations is required to ensure parents and supporting organizations understand the importance of Medicaid child health and wellness, and ensure timely access to needed care.

Initiative	Status/Accomplished
Healthchek Advisory Committee	Draft Proposal written re: who should be members and proposal has been shared with Sister Agencies; waiting for direction regarding how this relates to the Early Care & Education Initiative.
County Level Workgroup Revision of the 3528 form (used to inform parents about EPSDT, county assistance, documents other needs etc.) <ul style="list-style-type: none"> • Electronic • Easier to use 	Currently working with 8 counties to revise.
Yearly "In Service" Training <ul style="list-style-type: none"> • Review of rules • Issue Resolution • Best Practices 	On-going and: Training completed 11/29 (12 sessions in 10/11 '06). Training for State Fiscal Year 08, will occur in Spring of '08.
Quarterly (new worker) Trainings	No Action
Annual Children's Health and Wellness Conference	No action, need to coordinate with Sister Agencies. Relates to the Early Care and Education initiative.
OHP Training	Staff presented a high-level overview of Healthchek to OHP staff 01/07

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Initiative	Status/Accomplished
Public Service Announcements	Fall '06 discussed possibility of such announcements with Communications Chief and currently researching opportunities.
Parent "town hall" meetings <ul style="list-style-type: none"> • Preventive health, • Resources available (WIC, HMG, Child Care, Housing, Transportation, PRC, Job Training), • Importance of Periodicity Schedule, • You and Your Teen, • Immunizations 	Need to coordinate with the Early Care and Education Initiative
County Collaborations	3 county working collaborations: Cuyahoga, Hamilton, Mahoning.
Healthcek Tip of the Week	Beginning draft one.
Decision Support System/DSS and Business Information Channel/BIC monthly reports to counties	Staff from BMHC are meeting to determine if Managed Care reports can be developed for counties. Another workgroup is researching CMS416 components.
Provider Training for Healthcek	12/06 Have reviewed current training available, improvements are required.
Improved Healthcek/PRS Coordinator Web Page	1/07 – 3/07 Reorganized page, remove old information and posted new information. This is an ongoing process.
Communicate with other states making 80% benchmark	Talked with Colorado and have contacted Iowa; waiting to hear how they achieve a high percentage of children having recommended EPSDT visit.
Video training tape (County Worker interviewing/completing 3528 form)	Reviewing videos for improvements, content, etc.
Development of consumer brochures	<p>11/06 Met with Communications Chief, Chief Fiscal Officer to discuss development of promotional materials. Need to obtain proposal from the Communications Chief.</p> <p>4/07 50,000 credit card sized child health records distributed to county departments of JFS. Cost is .39 per booklet.</p> <p>The Healthcek posters sent to the 88 counties in the fall of '06. PDF was shared with Managed Care Plans. They may include poster in their membership packet. Poster has been shared with Sister Agencies and is now available for order online. 500 more posters ordered and distributed.</p> <p>The JFS 08009, Healthcek Brochure, has gone through pre-clearance; comments are being reviewed and brochure updated accordingly. Upon completion, brochure will be put into clearance for public comment.</p>

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Benefits Eligibility Network/BEN & Medicaid Information Technology System/MITS Components	Staff person assigned for 20 to 40 percent of time to MITS project effective 7/07 to coordinated Healthchek information needs in new IT system.
Universal Children's Services Form	No action yet, need to coordinate with Sister Agencies.