

**ODJFS/Office of Ohio Health Plans**  
**MFP Work Group: *Consumer Outreach and Identification***  
**CHARTER**  
Updated 08.20.07

<p><b>Purpose/Mission:</b>  Develop a communication strategy and processes for public education, recruitment and referral, and participant training.</p>	<p><b>Guidance Team:</b>  MFP Planning and Advisory Group</p>
<p><b>Vision Statement</b>  <i>The Consumer Outreach and Identification (COI) Workgroup will help the Money Follows the Person (MFP) Demonstration Project achieve its goals of (1) helping a minimum of 2200 people move from long-term care settings into settings of their choice; and (2) initiating the (re-) balancing of the long-term care system to allow for consumer choice by:</i></p> <ul style="list-style-type: none"> <li>• <i>Developing a communications strategy to inform consumers and the public about MFP-funded services and the Access Success Project;</i></li> <li>• <i>Creating a plan to identify potential participants;</i></li> <li>• <i>Developing a training strategy to educate participants and their significant others as well as other stakeholders to be identified.</i></li> </ul>	
<p><b>Sponsor:</b>  Erika Robbins, Assistant Deputy Director, Office of Ohio Health Plans, Ohio Department of Job and Family Services (ODJFS)</p>	
<p><b>Background:</b>  Ohio’s proposal was selected for the Centers for Medicare and Medicaid Services (CMS) Money Follows the Person Rebalancing Demonstration Project. The MFP Work Groups are one component of Ohio’s MFP planning and implementation structure.</p> <p>The MFP Planning and Advisory Group and related work groups are advisory in nature to ODJFS, not decision making bodies. This is necessary because this is a Medicaid grant and ODJFS cannot delegate its ultimate authority as the single-state Medicaid agency. However, ODJFS and sister state staff will work diligently to seek and reflect as many of the recommendations made by the Planning and Advisory Group and related work groups as possible in final decisions about how MFP is implemented.</p>	
<p><b>Boundaries:</b>  Ohio MFP Grant Proposal and MFP Operational Protocol as approved by CMS, Ohio’s Olmstead Plan (known as the Ohio Access Plan – 2004 version or subsequent updates), OHP Strategic Plan, budget restraints, Ohio Revised Code, Ohio Administrative Code, Martin and other applicable lawsuit settlement(s), federal Medicaid requirements, CMS waiver requirements; <b>MIS/OHP resources (such as personnel and data limitations), and data use agreements.</b></p>	
<p><b>Key Tasks:</b></p> <ul style="list-style-type: none"> <li>▪ Make recommendations and provide information/products to the MFP Planning and Advisory Group for the CMS-required Operational Protocol.</li> <li>▪ Develop a strategy and process to identify participants eligible for MFP-funded services as well as participants eligible for Access Success, using a broad population-based approach and utilizing data from various Ohio data sources (e.g., DSS, MDS).</li> <li>▪ Develop an outreach and marketing system, using the wide variety of individuals and organizations that comprise Ohio’s existing long-term care (LTC) service delivery systems.</li> </ul>	

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This would include governmental entities such as the Sister State Agencies, Area Agencies on Aging, County MR/DD and ADAMHS Boards, the Office of the State Long-Term Care Ombudsman, as well as service providers and consumer advocacy organizations such as Centers for Independent Living, the Arc of Ohio, Aging and Disability Resource Centers, and others. .

- Develop an education, communication and training strategy and materials to inform participants and their families/friends, providers, case managers, and referral sources of MFP and their choices about their care. The strategy and materials will include required information outlined in CMS' Operational Protocol Instruction Guide. The strategy developed will be implemented via the ODJFS internal procedures developed as a result of the operational processes workgroup.

**Guiding Principles and Ground Rules:**

- All meetings are open to the public. Any person is welcome to attend and listen to the discussion.
- Every effort will be made to ensure that the work group is representative of a variety of interests relevant to the work group topic. *“People with disabilities who have either lived in an institutional setting or moved out or who have worked with people living in an institutional setting and who assisted the individual with locating appropriate housing.” (04.24.07)* State staff will take liberty to recruit or select participants to attempt to achieve equal representation of different interests.
- The work group will have a Work Group Lead and a Facilitator/Coordinator.
- Work group members will actively engage in discussion about the work group and listen to others' perspectives.
- All meetings will be led/facilitated by state staff who will also keep minutes and post relevant information on an internet web site.
- An agenda will be used for each meeting and will be distributed to group members at least 48 hours prior to meeting.
- Minutes from each meeting will be produced using a standardized format and distributed to group members within three business days. **Members will have five days to review and comment on them, after which they will become final and will be posted to the web (when it becomes operational).**
- The work group will use consensus to finalize recommendations and come to conclusions. **If consensus cannot be reached on a topic, one vote per organization will be used (added at the 03.08.07 meeting).**
- Meetings will begin and end on time.
- Work group members will bring materials distributed prior to meetings (i.e., agenda, minutes, handouts, etc.) to the next meeting(s) as needed.
- **Individuals will take responsibility to remain informed about the activities of the group so the group does not have to revisit topics at the next meeting (added at 03.08.07 meeting)**
- Additional ground rules will be established by the group as needed.

**Estimated Date of Completion of Work Group's Work:** September 30 – December 30, 2007

**Meeting Frequency and Duration:** Bi-weekly

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**Work Group Composition:**

Work Group Lead(s) – the subject matter expert(s) who leads/participates in group discussion, develops meeting content, and communicates recommendations to the MFP Planning & Advisory Group

Facilitator/Coordinator – the person who coordinates meeting agendas/locations, keeps the agenda on track, assures notes/minutes are produced, assists Work Group Lead in facilitating group discussion

Work Group Participants – subject matter experts who actively engage in discussion about the particular issue/topic and participate in other activities of the workgroup

**Lead:** *Susan McKinley, ODJFS/OHP/Bureau of Home and Community Services*

**Facilitator/Coordinator:** *Kelley Scott, ODJFS/OHP/Bureau of Home and Community Services*

**Participants as of 08.20.07**

*Cindy Auker, Brain Injury Association of Ohio(04.27.07)*

*Kim Austin, Ohio Provider Resource Association*

*Berna Bell, Ohio Hospital Association*

*Cathy Coate-Ortiz, ODMH*

*Alan Cochrun, Access Center for Independent Living*

*Mike Compton, Ohio Home Care Association (OHCA)*

*Laurie Damon, ODJFS/OHP/Bureau of Home and Community Services*

*Douglas Day, Ohio Department of Alcohol and Drug Addiction Services*

*Fortson-Bigby, Toni, ODJFS/OHP/BCA*

*Gray, Mac, ODJFS/OHP/BHCS (05.22.07)*

*Fox, Cynthia, Stakeholder (06.07.07)*

*Rich Haddix, Brain Injury Association of Ohio*

*Sue Hetrick, The Ability Center, Ohio Olmstead Task Force (04.24.07)*

*Robert Jennings, ODMRDD*

*Greg Kramer, Access for Independent Living (04.26.07)*

*Beverly Laubert, State LTC Ombudsman/ODA*

*Pat Luchkowsky, Easter Seals of Ohio*

*Matzik, Maria, Access Center for Independent Living (06.07.07)*

*Pettegrew, Erin, Ohio Department of Aging, SLTCO (04.24.07)*

*Joel Potts, Ohio Job and Family Services Director's Association*

*Suzanne Minnich, Brain Injury Association of Ohio*

*Eric Rathburn, Assistive Technology of Ohio, The Ohio State University( 08.20.07)*

*Suzanne Shelpmann, Ohio Association of Area Agencies on Aging*

*Jim Rosmarin, ODA*

*Michael Snow, ODMRDD*

*Amy Sorkin, ODJFS/OHP/Bureau of Community Access*

*Susan Thompson, ODMH*

*Tim White, AOPHA*

***Depending on the topic, persons from other organizations may attend meetings in an educational***

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