
	<b>Minutes</b>
	<b>Meeting Topic:</b> MFP Consumer Outreach and Enrollment Workgroup
	<b>Date:</b> Thursday, March 8, 2007
	<b>Time:</b> 1:00-4:00pm
	<b>Location:</b> State Library of Ohio 274 E. First Ave. Columbus Conference Room D

<b>Meeting Attendees:</b>	Sheila Anderson, Berna Bell, Alan Cochrun, Laurie Damon, Toni Fortson-Bigby, Sue Hetrick, Rich Haddix, Robert Jennings, Beverly Laubert, Pat Luchkowsky, Steve Mould, Jim Rosmarin, Suzanne Shelpman, Michael Snow, Susan Thompson, Tim White Susan McKinley, lead; Kelley Scott, facilitator
<b>Purpose of Meeting:</b>	<b>Kickoff of Marketing and Recruitment Workgroup</b>


### AGENDA

<b>Time</b>	<b>Topic</b>	<b>Discussion Lead</b>
15 minutes	Check In – introductions, agenda, meeting purpose	Kelley Scott
15 minutes	Overview of Ohio’s MFP Demonstration framework and MFP organization ( <i>handout – Overview sheet</i> )	Susan McKinley
30 minutes	Workgroup purpose, goals, and tasks ( <i>handout Workgroup Overview</i> )	Susan McKinley
15 minutes	Workgroup ground rules and meeting schedule/logistics ( <i>handout – Charter</i> )	Kelley Scott
15 minutes	<b>BREAK</b>	-----
60 minutes	Discussion <ul style="list-style-type: none"> <li>• Responsibilities of Workgroup per Operational Protocol and Grant Proposal (<i>handout: CMS Operational Protocol Pertinent Points</i>)</li> <li>• Name of Workgroup</li> </ul>	Susan McKinley
15 minutes	Questions and Feedback	All
15 minutes	Check Out – action items, next agenda	Kelley Scott

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### Meeting Notes:

<p><b>Welcome/Introductions.</b> Kelley opened the meeting by welcoming attendees and reviewing the agenda, meeting purpose, and initiating introductions.</p>
<p><b>Orientation.</b> Susan walked the group through an orientation of the Money Follows the Person (MFP) Demonstration Grant, and the MFP project organization. She stated that there are two overarching goals to be met: (1) <i>Short-term:</i> Helping approximately 2200 individuals move from long-term care settings and into settings of their choice; (2) <i>Long-term:</i> rebalancing the long-term care system (i.e., looking for systemic reform to long-term care, which allows for consumer choice).</p>
<p><b>Workgroup Purpose Goals and Tasks.</b> Together the group reviewed the workgroup's purpose, goals and tasks, and reviewed the other five workgroups with which the Marketing and Recruiting Workgroup is likely to work closely.</p>
<p><b>Charter/Ground Rules:</b> The group reviewed the charter and added the following ground rules:</p> <ol style="list-style-type: none"> <li>1. <i>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.</i></li> <li>2. <i>If consensus cannot be reached on a topic, one vote per organization will be used.</i></li> </ol> <p>Two operational boundaries were also added:</p> <ol style="list-style-type: none"> <li>1. <i>MIS/OHP resources (such as personnel and data limitations)</i></li> <li>2. <i>Data use agreements.</i></li> </ol>
<p><b>Responsibilities of Workgroup.</b> Together the group reviewed the charge to the workgroup as outlined in Ohio's grant proposal to the Center for Medicare and Medicaid Services (CMS) and in CMS's operational protocol. In summary, the group is charged with developing a communications strategy and processes for public education, participant recruitment/identification and referral and participant training.</p>
<p><b>Name of Workgroup.</b> Steve Mould suggested the group change its name to better reflect its mission. Discussion ensued and the group decided that the <b>Consumer Outreach and Enrollment Workgroup</b> better reflected the group's mission. "Consumer" includes participant, family members, providers, etc. "Outreach and enrollment" includes education, identification, and communication. Susan will check to see if the MFP Planning and Advisory Group needs to formally ratify the name.</p> <p>Susan Thompson asked if mental health was fully represented on the workgroup (e.g., NAMI, Ohio Advocates for Mental Health). She agreed to bring suggestions for additional mental health representation to the group after looking at the MFP Planning and Advisory Group member list.</p>
<p><b>Next Agendas:</b> Pat Luchkowsky proposed, and all agreed, that the workgroup would undertake aggressive agendas in order to maximize its meeting time. What doesn't get covered on one agenda will move to the following meeting's agenda.</p>
<p><b>Topics</b></p> <ul style="list-style-type: none"> <li>• Vision Statement – Susan will send draft; group will offer changes; final discussion at meeting</li> </ul>

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- Workgroup timeline
  - Review of other states' activities/progress with nursing facility and other institutional transition programs – All
  - Overview of Ohio Access Success project, specific to outreach/enrollment – Laurie Damon and Pat Luchkowsky
  - Lessons learned from the closing of MR/DD Developmental Centers – Mike Snow
  - Review the stakeholder “maps” included with Ohio’s grant proposal and/or develop a stakeholder map to identify all applicable stakeholders in the outreach/enrollment process.
  - Define communications strategy and processes
- The meeting adjourned at 3:45 pm

<b>Action Item</b>	<b>Person Responsible</b>	<b>Deadline</b>
Update charter	Susan McKinley	03.22.07
Check to see if workgroup name change requires formal ratification	Susan McKinley	03.22.07
Draft vision statement and send to workgroup members for review and comment.	Susan McKinley	03.15.07
Send rosters of other workgroups to members.	Susan McKinley	03.15.07
Bring suggestions of additional mental health representation to group	Susan Thompson	03.22.07
Report out other states' activities/progress with transition programs	All	Beginning 03.22.07
Report on Ohio Access Success outreach and enrollment	Laurie Damon and Pat Luchkowsky	03.22.07
Report on “lessons learned” from closing of MR/DD Developmental centers	Mike Snow	03.22.07
Bring stakeholder “maps” from Ohio’s grant proposal	Kelley Scott	03.22.07
Set up a web server/list serve function for workgroup members to post materials for other group members to view/review	Alan Cochrun	As needed