



Final Minutes

MFP Consumer Outreach and Identification (COI) Workgroup

Thursday, August 9, 2007

1:00 – 3:00 pm

Conference Call

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Meeting Attendees:		Berna Bell, Alan Cochrun, Mike Compton, Toni Fortson-Bigby, Mac Gray, Robert Jennings, Greg Kramer, Susan McKinley, Suzanne Shelpman, Tim White Guests: Brittany Baum, OHP Communications, Yvette Turner, JFS Communications
Purpose of Meeting:		Consumer Outreach and Identification Workgroup Bi-Weekly Meeting
Time	Topic	Discussion Lead
15 minutes 1 – 1:15	Check In: <ul style="list-style-type: none"> • Roll Call • Agenda Overview • Updates • Stakeholder Feedback • Follow Up - Action Items 	Susan McKinley
30 minutes 1:15 – 1:45	Followup: Logo and Brochure Presentation <ul style="list-style-type: none"> • Comments from MFP Planning and Advisory Group • Business Reply • Printing Budget 	Susan and Kelley Scott, Brittany Baum, Toni Bigby
60 minutes 1:45- 2:45	MDS Data Agreement Update	Kelley
45 minutes 2:45 – 3:30	Recommendations Document <ul style="list-style-type: none"> • Comments from MFP Workgroup Leads • Next communication product: web page 	Susan
15 minutes 3:30 – 3:45	Check Out <ul style="list-style-type: none"> • Action items • Next Meeting: August 23 	Susan



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Meeting Notes

Updates:

- **COI Recommendations** – Were presented to MFP Workgroup Leads on August 2 and MFP Interagency Steering Committee (IASC) on August 7. Comments are due August 15.
- **Ohio Academy of Nursing Home** – Has article about MFP on its website.

Stakeholder Feedback:

- There was none.

Followup/Action Items from 07.12.07:

- Susan: Send draft brochure with its revised text and in design form to group for review prior to presentation at July 24 Planning and Advisory Group Meeting. *Completed.*
- Susan: Send draft recommendations document to group for review prior to presenting to Workgroup Leads meeting on August 2. *Completed.*
- All: Respond to Susan with comments. *Comments received from Alan and Kelley.*
- Susan: Followup on details about setting up a business reply response and expenses involved. *Completed*
- Susan: Check with HIPPA attorney to ensure it is OK for consumers to fax interest forms. *Completed. Faxing is OK.*
- Susan: Obtain printing budget. *Budget is being developed. Susan will submit a communications budget to the project director...*

Followup: Logo and Brochure Presentation

The HOME Choice logo and a preview of the HOME Choice brochure were presented to the Planning and Advisory Group (PAG) on July 24. The following comments were noted and actions steps identified:

- **Is the name HOME Choice copyrighted and/or is it used for another program?** Toni, Robert, and Yvette Google-searched the name and found similar names connected to home purchasing programs and a former federal program with a similar name but nothing that conflicts with HOME Choice. **Action Steps:** Toni will followup with JFS Legal counsel to see if there are further steps we can take to ensure the name is OK to use and Yvette will check with the Secretary of State's office to see if the name is registered in Ohio.
- **Assorted comments were heard about the logo's house and the door.** All were appreciated and noted but there was no consensus that the logo required alteration. The COI Workgroup considers the logo as submitted to the PAG to be official. **Action Step:** Susan will advise Workgroup Leads and IASC that the logo is final.
- **Photos in brochure.** Several people suggested that more diversity should be displayed in the brochure. There was much discussion about how to add photos without cluttering the design and the group asked Brittany to revise the draft brochure with an additional photo on the front, leaving it to her to choose photos that represent age, gender, diversity and population. **Action Steps:** Brittany will revise the brochure within a week and Susan will send it out to COI members to review and discuss by e-mail. Tim offered to see if the AOPHA photographer would be available in case we decided to take our own photographs for the brochure.



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- **JFS Brand/Logo.** In researching the business reply option, Susan and Toni discovered that it would be advantageous to include the JFS brand on the brochure because it would clearly identify the MFP initiative with JFS as awarded agency, and JFS would pick up the business reply costs (set up fees, postage-paid responses, postage to mail and distribute, and storage). Using the JFS brand will require that the brochure and affiliated documents be put through the JFS clearance process.
- **Business Reply.** If the brochure is approved as submitted we will initiate the business reply setup when it goes to print.
- **Test Groups.** PAG members suggested that the brochure be “tested” by the audiences for which it is intended. COI members agreed to implement a trial run for the brochure. **Action Steps:** Susan will send an electronic and paper copy of the brochure to Alan, Suzanne and Tim to test among the populations they work with. Susan will follow up with Robert to see if MRDD will do the same. After the meeting, Mac volunteered to conduct a test and Suzanne volunteered to draft a uniform set of questions for test coordinators to use.
- **Printing budget.** Susan will submit a budget of project costs to project director.

MDS Data Agreement Update

Kelley reported out for the MDS Subgroup who had met by conference call since the last COI meeting.

- **Subgroup Composition:** The subgroup includes Alan Cochran (CIL), Mike Compton (Ohio Home Care Association), Laurie Damon (OHP) and Greg Kramer (CIL). A colleague of Mike Compton, Ginger Norris, who has experience with MDS, is also participating.
- **Background and Intent.** Kelley explained that all nursing facility residents must be assessed and the resulting data is submitted electronically to CMS. The intent of the MDS Subgroup is to better serve all long-term care consumers in Ohio by better understanding and using MDS data.
- **The group considered** what makes sense for Ohio, how to maximize use of the existing data, and how using the data better will help to let people know about HOME Choice.
- **Recommendations.** The MDS Subgroup makes three recommendations: *Short-term (action prior to HOME Choice implementation).* 1. Provide training and awareness of HOME Choice and the use of MDS data. 2. Use resident-specific MDS data to identify residents both interested in returning to the community and with a support person positive toward the resident’s discharge. *Long-term (action during the MFP grant period).* 3. Routinely review reports of resident-specific data from MDS that may help trigger further action or awareness and or assist with options during discharge planning.
- **Sharing Information with Rebalancing Workgroup.** Alan, who is also on the Rebalancing Workgroup, said the MDS Subgroup information will be useful to that group as well.
- **Next Steps:** Develop a proposed training outline and content related to MDS and HOME Choice. Contact Bureau of Long-Term Care staff about ongoing state-level training. Develop a HOME Choice and MDS information/awareness blurb for communications bulletins. Contact ODA staff about long-term care consultation process. Develop and submit a Medicaid data use agreement to CMS for the use of resident-specific data.

Recommendations Document

- **Comments from MFP Workgroup Lead:** The COI recommendation document was presented



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to the MFP Workgroup Leads on August 2. MFP Housing Workgroup Lead Kim Donica provided two comments: (1) She cautioned not to over-market to the MRDD population because the Martin settlement would most likely identify most of the potential participants. (2) She liked the kick-off training idea but suggested there be more face-to-face training within the individual systems.

- **The group appreciated the comments** and Kelley said that a re-check of all the population numbers will be done as well as re-visiting the implications of the Martin settlement on HOME Choice. Alan noted an inherent dilemma in re-balancing the long-term care and services system: In order to demonstrate need to policy makers all people who want services must be identified. He also raised the possibility that there may be a provider capacity issue. Kelley noted a fine line between balancing the system and people's disappointment if not everyone is able to transition.
- **With regard to training**, Kelley noted there is an overlap in the COI recommended strategy and the actual implementation of it, which will be refined in the operations process.
- **Next Steps:** Susan will share any comments on the recommendations from the Interagency Steering Committee with the COI Workgroup.

Next Meeting: August 23

- Revised Brochure
- Test Group Strategy
- HOME Choice web site (tentative)
- MDS Subgroup Update



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Action Items

Action Item	Person Responsible	Deadline
Followup with JFS Legal counsel to see if there are further steps we can take to ensure HOME Choice is OK to use.	Toni	August 23, 2007
Check with the Secretary of State's office to see if HOME Choice is registered in Ohio.	Yvette	August 23, 2007
Advise Workgroup Leads and IASC that the HOME Choice logo is final.	Susan	August 23, 2007
Revise the HOME Choice brochure with new photos.	Brittany	August 16, 2007
Distribute revised brochure to COI members to review and discuss by e-mail as well as to Alan, Suzanne, Tim, and Mac to run by "test groups."		August 17, 2007
Collect test group comments.	Alan, Suzanne, Tim and Mac	August 31, 2007
Ask if the AOPHA photographer would be available in case we decided to take our own photographs for the brochure.	Tim	August 23, 2007
Follow up with Robert to see if MRDD will run a test group.	Susan	August 14, 2007
Share any comments on the recommendations from the Interagency Steering Committee with the COI Workgroup.	Susan	August 23, 2007
MDS Subgroup Next Steps here?		

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