



Final Minutes

MFP Consumer Outreach and Identification (COI) Workgroup

Thursday, August 23, 2007

1:00 – 2:45 pm

Conference Call

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| | | |
|----------------------------|--|--|
| Meeting Attendees: | | Alan Cochrun, Mike Compton, Laurie Damon, Toni Fortson-Bigby, Mac Gray, Greg Kramer, Pat Luchkowsky, Susan McKinley, Erin Pettegrew, Eric Rathburn, Jim Rosmarin, Kelley Scott, Suzanne Shelpman, Susan Thompson, Tim White Guest: Brittany Baum, OHP 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 |
| 60 minutes 1:15 – 2:15 | Communications Products <ul style="list-style-type: none"> • Revised Brochure • Focus Groups for Brochure • Web Site • Newsletter Template | Susan, Brittany Baum, Toni Bigby |
| 60 minutes 2:15 - 2:30 | MDS Subgroup Update | Kelley |
| 15 minutes 2:30 – 2:45 | Check Out <ul style="list-style-type: none"> • Action items • Next Meeting: September 6: 1 – 2:45 • Canceled Meeting: September 20 | Susan |



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Meeting Notes

Updates:

- **COI Recommendations** – Will be presented to Planning and Advisory Group (PAG) on August 28.
- **Eric Rathburn, Assistive Technology of Ohio**, The Ohio State University, has joined the COI Workgroup.

Stakeholder Feedback:

- Jim asked how payments for services will occur (flow of the money) and if provider certification will be required. Kelley explained that money will flow like usual for the qualified HCB program services (i.e. waiver and state plan). A statewide fiscal intermediary is likely to be used for the demonstration and supplemental services during the demonstration project, as well as for transition coordination as needed. It is her understanding that no additional provider certification is needed other than what currently exists for each system. She also said that meetings with each sister agency are being scheduled to discuss these and other process matters.

Followup/Action Items from 08.09.09

- **Toni:** Followup with JFS Legal Counsel to see if there are further steps we can take to ensure HOME Choice is OK to use. **Yvette Turner:** Check with Secretary of State's office to see if HOME Choice is registered in Ohio. *Brittany for Toni and Yvette): They found no conflicts.*
- **Susan:** Advise MFP Workgroup Leads and Interagency Steering Committee (IASC) that HOME Choice logo is final. *MFP Leads were advised on 8/16. PAG will be advised on 8/28, which should encompass IASC.*
- **Brittany:** Revise HOME Choice brochure with new photos. *Completed.*
- **Susan:** Distribute revised brochure to COI members to review and discuss by e-mail as well as to focus group facilitators." *Completed.*
- **Alan, Suzanne, Tim, Mac and Robert:** Collect test group comments. *In progress. Due to Susan 9/4.*
- **Tim.** Ask if AOPHA photographer would be available in case we decided to take our own photographs for brochure. *Yes.*
- **Susan:** Follow up with Robert to see if MRDD will run a test group. *Yes, he will.*
- **Susan:** Share comments on the recommendations from the Interagency Steering Committee with the COI Workgroup. *There were none.*
- **Kelley:** Followup with Suzanne on status of the other recent Medicaid grant submissions and deadlines for CMS response prior to the PAA Site Directors meeting on 8/15. *Completed on 8/10.*

Communications Products

Revised Brochure

- Nine of 10 respondents selected Option "2", the brochure with four photos.

Focus Groups for Brochure



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- Alan, Mac, Robert, Suzanne and Tim are testing the brochure's effectiveness in focus groups within the systems that include or serve the populations in the grant. Summarized data are due to Susan 9/4. She will combine into a single document.

Web Page

- A first draft of the HOME Choice web page was reviewed and discussed. Tim said he liked the simplicity of it and asked if there would be a way to return to the front page from secondary pages. Brittany said that once live, there would be "bread crumbs" at the top. Other discussion included:
 - **Photos.** Brittany will try to incorporate some but she is limited in her design flexibility.
 - **Accessibility for People with Disabilities.** Eric said the pages should be accessible to people with disabilities. Brittany explained that there is a tag behind each link that helps with accessibility. Eric recommended people-first language be used. Kelley asked if he had any suggestions to current language.
 - **Links:** The Ohio Home Choice page will be linked to the JFS home page, the Ohio Health Plans (Medicaid) home page, and sister agency sites. The link will be sent to stakeholders, including to referral networks (211s on IRR systems), asking that they link to the site.
 - **More descriptive language.** May be needed for some of the links.
 - **Add links to provider headings:** (1) Conditions of participation (rules), (2) services.
 - **Can the interest form be submitted electronically?** Most likely. We will try to set it up that way.
 - **Archive** policy maker newsletters.
 - **Alan suggested removing the "If you do not qualify" language.**
 - **Create a press room, resource library,** or some other method to help disseminate news.
 - Overall feedback was positive.

Newsletter Template for Policy Makers

- Include list of affiliate groups in template so policy makers can see buy-in from constituents
- Keep it short and simple.
- **Frequency:** Quarterly but it can also be used as a news flash.
- **Readability:** Don't make font too small. Use images.
- **Format:** Electronic, but it can also be printed out.
- Goal is to have a draft to review at the 9/6 meeting.

MDS Subgroup Update

Kelley provided an update from the August 15 MDS Subgroup conference call.

- She will present its recommendations to MFP Leads on August 30.
- Subgroup made some additions to its previous recommendations, which will be incorporated into the COI recommendations document after presenting to the MFP Leads.
- Additions include (1) Offer CEUs to nursing facility (NF) administrators, nursing staff and social



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services staff (perhaps sponsored by the three NF associations).

- (2) Develop HOME Choice and MDS information/awareness one-pager for communication bulletins. Send this information to NF administrators, NF directors of nursing, and NF social service departments (updated from previous recommendations version).
- (3) Under long-term recommendations, add Explore the Individual Assessment Form used in ICFs-MR.

Next Meeting: September 6

- Focus Group Findings
- HOME Choice Newsletter Template
- MDS Subgroup Update

Canceled Meeting: September 20

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Action Items

| Action Item | Person Responsible | Deadline |
|---------------------------------------|--------------------|-------------|
| Draft HOME Choice newsletter template | Brittany | September 4 |
| Revise HOME Choice web page | Brittany | October 18 |

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