



# Final Minutes

## MFP Consumer Outreach and Identification (COI) Workgroup

Thursday, October 18 2007

1:00 – 1:35 pm

Conference Call

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<b>Meeting Attendees:</b>		Alan Cochrun, Laurie Damon, Greg Kramer, Susan McKinley, Erin Pettegrew, Jim Rosmarin, Kelley Scott, Tim White <b>Guest:</b> Brittany Baum, OHP Communications
<b>Purpose of Meeting:</b>		<b>Final Consumer Outreach and Identification Workgroup Bi-Weekly Meeting</b>
<b>Time</b>	<b>Topic</b>	<b>Discussion Lead</b>
10 minutes 1 – 10	<b>Check In:</b> <ul style="list-style-type: none"> <li>• Roll Call</li> <li>• Agenda Overview</li> <li>• Updates</li> <li>• Stakeholder Feedback</li> </ul>	Susan
10 minutes 1:10 – 1:20	<b>Presentation of Final HOME Choice Brochure</b>	Susan and Brochure Subgroup: Alan, Brittany, Robert, Suzanne, Tim
10 minutes 1:20- – 1:30	<b>MDS Subgroup Update</b>	Kelley and MDS Subgroup: Alan, Greg, Laurie, Mike
5 minutes 1:30 – 1:35	<b>Adjourn</b>	Susan

## Meeting Notes

<p><b>Updates and Stakeholder Feedback</b></p> <ul style="list-style-type: none"> <li>• The Planning and Advisory Group (PAG) Meeting was held October 11 where the last of the workgroup recommendations were presented. Greg Kramer presented the MDS Data Subgroup recommendations on behalf of COI.</li> <li>• The PAG and Interagency Steering Committee (IASC) are on hiatus until time to review the Operational Protocol.</li> <li>• The Operational Protocol (OP) is targeted for submission to the Centers for Medicare and Medicaid Services (CMS) by the end of the year. JFS is participating in regular training and conference calls with CMS and will soon begin writing the OP.</li> </ul>
<p><b>Final HOME Choice Brochure</b></p> <ul style="list-style-type: none"> <li>• The HOME Choice Brochure Subgroup revised the brochure based upon extensive feedback from five focus groups. This subgroup consisted of Brittany Baum, Alan Cochrun, Robert Jennings, Susan McKinley, Suzanne Shelpman, and Tim White.</li> <li>• This brochure is the official recommendation from the COI to JFS.</li> <li>• We agreed to boldface the word “Choice” on the back panel.</li> </ul>
<p><b>MDS Data Subgroup Update</b></p> <ul style="list-style-type: none"> <li>• The MDS Subgroup Recommendations have been presented to the MFP Workgroup Leads, the</li> </ul>



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Interagency Steering Committee and the Planning and Advisory Group. Consistently heard is the caution not to overmarket HOME Choice.

- Greg Kramer, who presented the recommendations to PAG, said there was a question about the Q1A and Q1B qualifiers, which was whether the potential participants would be limited to only them. He clarified that additional qualifiers will be reviewed.
- Kelley said an internal discussion was held with the bureau that holds the MDS data agreement and that staff will assist with amending the agreement.
- The MDS Subgroup will reconvene soon to move forward on next steps. The MDS Data Subgroup consists of Alan Cochrun, Mike Compton and a colleague (Ginger Norris), Laurie Damon, Greg Kramer, and Kelley Scott.

#### Adjournment

- Workgroup members expressed appreciation at having worked with each other, commenting on the dedication and focus of all. Susan will send a card to Suzanne Shelpman, who suffered a loss in her family, in behalf of the workgroup.
- Susan and Kelley assured everyone that they will be kept apprised of the developing Operational Protocol and advised them to stay in touch with PAG members from their own organizations if they want to read drafts.
- Susan will also be in touch with the people who committed to the Video Subgroup when it is time to develop that.

### Action Items

Action Item	Person Responsible	Deadline
Boldface the word "Choice" on the back panel of the brochure.	Brittany	November 4
Reconvene MDS Data Subgroup	Kelley	December
Convene Video Subgroup	Susan	December – January 2008

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