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Sam Brownback, Governor

KanCare Implementation Activity: Outreach and Communications

Date Posted: Nov. 23, 2012

Enclosure: 2012-2013 Outreach Timeline

Synopsis: Through KanCare outreach activities, the State of Kansas will:

1. Contact all current Medicaid and HealthWave consumers to provide the information they need to make informed decisions about their health care.
2. Make sure all current Medicaid and HealthWave consumers understand that their eligibility for health care will not change with KanCare and that they have the opportunity to choose their health plan, which will provide all services they are currently receiving, plus additional value-added services.
3. Contact all current Medicaid and HealthWave service providers and ensure they are given the details necessary to make informed decisions about the three health plans and the role of all parties involved in the KanCare program.
4. Facilitate an environment where subject matter experts are available to respond to all inquiries about the KanCare program.
5. Provide the latest KanCare information to the public through various forms of communication.

The following are desired outcomes associated with communications and outreach activities:

- Adult Medicaid consumers understand that, through person-centered care, they will continue to receive services, those services will be better coordinated, and they may receive additional services. Unless they so choose, their providers will remain the same. They have the option of choosing the MCO that will provide their services.
- Parents of child Medicaid (HealthWave/CHIP) consumers understand that their children will continue to be provided the same health care services; that in some cases they will receive additional services and that those services will be better coordinated. Unless they choose to switch, their providers will remain the same. They have the option of choosing the MCO that will provide their services.
- Consumers with disabilities will understand that they will continue to be provided with the same health care services, in some cases they will receive additional services and that those services will be coordinated with the non-health care services they receive. Unless they choose to switch, their providers will remain the same. They have the option of choosing the MCO that will provide their services.
- Elderly consumers understand that they will continue to be provided with the same health care services, in some cases they will receive additional services and that those services will be coordinated with the non-health care services they receive. Unless they choose to switch, their providers will remain the same.
- Mental health/addiction clients understand that they will continue to be provided with the same services, in some cases they will receive additional services and that those services will be coordinated with the health care services they receive. Unless they choose to switch, their providers will remain the same.
- Providers understand the MCOs they contract with cannot pay them less than Medicaid has. KanCare includes stringent prompt payment requirements. Prompt payment is one of the performance measures for the MCOs. KanCare will use a uniform provider credentialing form and timeline to reduce administrative burdens on providers.
- Advocates understand they will continue to have a voice in the operation of KanCare through participation in KanCare advisory groups and other active engagement with the State and the KanCare MCOs.

Attachment 3

Health Policy Oversight Committee

Date: 12-6-12

External Communications Planning and Implementation:

The KanCare External Communications Team developed a Communications Plan to provide consistent and time-sensitive information to KanCare stakeholders: Members, providers, general public, advocacy groups, etc. The plan covers communications through the transition from old Medicaid to KanCare. This External Communications Team is an internal implementation team of State employees who are responsible for external communication products; this team consults with non-state groups (provider groups, health plans, advocacy groups, etc) on project material as needed. The Team consists of the communications directors, public information officers and subject matter experts from Kansas Department of Health and Environment (KDHE), Kansas Department for Aging and Disability Services (KDADS), as well as the Governor and Lt. Governor's Office.

The team coordinates with the Member Involvement and Protections Workgroup, which provides advice and counsel on member materials, including feedback on pre-enrollment packet contents. That workgroup's members include State employees with expertise in eligibility and member engagement, MCO representatives, and members from advocacy, provider and other non-governmental organizations.

Communication is provided through multiple forms, with details included on the attached timeline:

- Direct mail to members: Including invitations to tour events, notifications to waiver recipients, pre-enrollment materials, welcome letters, other general and targeted communications
- Email and letters to providers and provider associations
- Weekly Status Calls for Stakeholders: Commenced Oct. 10; conducted every Wednesday at 10:30 a.m.
- Member/Provider meetings (face-to-face communication)
- Website (www.kancare.ks.gov)
- Dedicated email address: KanCare@kdheks.gov
- Call center availability: Enrollment Center, ADRCs, MCOs
- Civic meetings
- Expos - State Fair booth, health fairs
- Media relations: Press conferences, editorial board meetings, interviews, hard news/features, press releases, OpEds, letters to the editor
- Bi-weekly News Bulletin – *KanCare Advisor*
- One-pagers/Brochures/Pamphlets
- PSAs - Radio/TV
- Talk Shows - Radio/TV
- Media Buys - Radio
- Social media: Facebook, Twitter, YouTube

Educational Tours:

July 30 - August 2, 2012 - KDHE and KDADS Secretaries, Directors and Staff held educational meetings throughout Kansas with Medicaid beneficiaries and providers. These took place in the following cities: Topeka, Garden City, Wichita, Leavenworth, Salina, Fort Scott, Hays and Overland Park.

August 21-31, 2012 - KDADS held KanCare educational meetings with people currently receiving Medicaid services, their family members, service providers, advocacy groups and others interested in the disability, aging, mental health and substance use disorder services administered by KDADS.

September 24-26, 2012 - The State held educational meetings with beneficiaries and providers in Manhattan, Pittsburg, Colby, Dodge City, Atchison, Chanute, Russell, Pratt, Olathe, Emporia, Hutchinson and El Dorado. Teleconferences were held for consumers and providers (one for each audience) on September 27.

Nov. 26-29, 2012 - The next round of educational meetings facilitated by the State is specifically for consumers. These meetings are taking place in the following cities: Dodge City, Garden City, Pittsburg, Independence, Topeka, Olathe,

Hays, Salina, Wichita, El Dorado, Kansas City and Emporia. Most pre-enrollment packets will have been mailed by the time this tour takes place, so experts will be able to meet with Kansans about their initial plan assignments. These meetings will also be the first time consumers get to meet with the three KanCare companies and hear about their value-added services. Materials are available at <http://www.kancare.ks.gov/events.htm>.

Dec. 14, 2012 – A two-hour teleconference with webinar capability will be available to consumers who were unable to participate in previous events. The presentation content will be identical to the Nov. 26-29 open enrollment tour.

February 2013 – The State plans a series of meetings across Kansas in February 2013 to continue to provide members with information about KanCare, and to provide venues to discuss implementation after members have had at least a month of experience with their new MCOs.

Outreach for Members with Long-Term Services and Supports (LTSS):

The State will continue meeting with beneficiaries and providers and presenting orientation material at venues specific to LTSS. One of the key pieces of feedback received from the LTSS stakeholders was their desire to be trained on the enrollment packet in order to provide that information to consumers. In response, KDADS developed a webinar to prepare LTSS providers to respond to questions and properly direct consumers to state resources for assistance. Several opportunities were provided and are scheduled to continue. A recording of the webinar will be made available for those who could not attend in person. Invitations to these sessions were sent to all licensed providers and duplicate invitations were sent through all provider associations.

The Aging and Disability Resource Centers (ADRC) are providing information and assistance to nursing facility (NF) members upon request. The ADRC is made up of the Area Agencies on Aging, which are already established organizations for information and assistance available in the communities.

The State has conducted a wide array of activities to engage LTSS and behavioral health stakeholders. For example, KDADS made an open offer to the NF associations to provide training and orientation for each facility's staff. NF, assisted living, mental health and substance use disorder associations and stakeholders, among others, were provided draft copies of contracts and provider manuals. Their feedback was incorporated. KDADS also hosted a series of targeted informational sessions with LTSS and behavioral health stakeholders, including operational drilldown sessions involving the MCOs.

Coordination with Advocacy Groups:

KDHE and KDADS are partnering with select advocacy groups to coordinate KanCare branding and to collaborate on media buys to ensure the most effective and efficient use of all resources available. KDHE continues working with Kansas Action for Children (KAC) to provide the necessary logos/art and content review for KAC's outreach projects—KAC web page, brochures/posters and radio/TV commercials. KAC has purchased radio and television ads to run through January 2013.

KDHE-DHCF is applying for a grant to fund beneficiary outreach from the REACH Healthcare Foundation. The application is carried out in partnership with the following advocacy groups: KAC, Kansas Health Consumer Coalition and Kansas Association for the Medically Underserved. Funding will be used for media buys and direct mail to safety net clinic patients in the REACH service area of Allen, Johnson and Wyandotte counties.

Coordination with KanCare MCO Outreach:

The three KanCare health plans/managed care organizations—Amerigroup, Sunflower State Health Plan, and United Healthcare—have participated in all educational tours, have attended statewide stakeholder and provider conferences, and participated in operational drilldown sessions and weekly stakeholder status calls.

The plans are conducting training sessions for providers throughout the transition to KanCare. Meeting details and registration information are linked from the [KanCare website](#) and the websites for each company. The health plans are also conducting member outreach through the KanCare educational tours, billboards, direct mail, member orientations, welcome calls, and other means. The State reviews all member outreach materials in advance.

Outreach and External Communications Timeline

KanCare Timeline	SFY 2012						SFY 2013											
	Q1	Q2	Q3	Q4			Q1			Q2			Q3			Q4		
	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Presentation to Coalition for Independence in KC																		
Health Plans (MCOs) continue provider training																		
Weekly stakeholder status calls continue																		
External workgroups meet																		
Advisory Council meets																		
December 2012																		
"Bringing it all Together" conference by Families Together in Wichita																		
KanCare Tour follow-up webinar December 14																		
KAC "KanCare Transition" Radio and TV Ads continue																		
Radio Ads & Postcards to Members																		
Plans continue provider training																		
Waiver participant letters mailed																		
Welcome letters mailed																		
Dec. 14 Consumer Webinar/Teleconference																		
Weekly stakeholder status calls continue																		
External workgroups meet																		
January 2013																		
Go Live Announcement																		
KAC "KanCare Transition" Radio and TV Ads continue																		
Outreach Radio Ads continue																		
Daily stakeholder status calls begin																		
External Stakeholder workgroups continue																		
Health Plans (MCOs) continue training																		
Advisory Council meets																		
Statewide KanCare Listening Tour																		
Daily stakeholder status calls continue																		
Health Plans (MCOs) continue training																		
External Stakeholder workgroups meet																		
March 2013																		
Weekly stakeholder status calls continue																		
External workgroups meet																		
Advisory Council meets																		
Weekly stakeholder status calls continue																		
External workgroups meet																		
May 2013																		
Weekly stakeholder status calls continue																		
External workgroups meet																		
Advisory Council meets																		
June 2013																		
Weekly stakeholder status calls continue																		
External workgroups continue to meet																		