



WRIGHT *feigley*

COMMUNICATIONS

SSA CONSULTANTS



FRANKLIN

ASSOCIATES

 **BAYOUHEALTH**
Your Health | Your Choice

Target Observations

- 900,000 +/- people
- 79% children
- Very diverse demographics
- Significant rural population

Barriers

- Hard to reach populations
- Low education levels
- “Incidental” users of healthcare
- Lack of trust

Discovery

- Discussions with DHH
- Coordination with Maximus
- Best practices in other states
- Focus Groups
 - Outreach staff
 - Advocates
 - Urban Beneficiaries
 - Rural Beneficiaries

Public Relations Efforts

- Education of the press
 - Already started by DHH
 - Additional educational push in November
- Promotion of enrollment meetings
- Building momentum
- Extending the story
- Reacting to events

Public Relations Efforts

- Editorial board meetings
- Market-by-market media contact regarding promotion of individual meetings
- Market-by-market follow-up with progress reports
- Fielding of requests for information/interviews

Media Campaign

- 30-second cable television across the state
 - High usage within target audience
 - Ability to target specific demographics



VIDEO: PARENT/GUARDIAN DRESSING BABY.
AUDIO: SLOW EMOTIONAL PIANO-BASED SOUNDTRACK.



VIDEO: PARENT/GUARDIAN HELPING CHILD WALK.



VIDEO: PARENT/GUARDIAN HOLDING CHILDREN IN THE AIR.
AUDIO: "AS A PARENT, YOU TOUCH THE LIVES OF YOUR CHILDREN IN MANY WAYS."



VIDEO: PARENT/GUARDIAN HOLDING CHILDREN IN ARMS.
AUDIO: "IN FACT, AN IMPORTANT DECISION ABOUT YOUR FAMILY'S MEDICAL CARE IS IN YOUR HANDS RIGHT NOW."



VIDEO: CUT TO DOCTOR USING STETHOSCOPE TO LISTEN TO CHILD BREATHE.
AUDIO: "IF YOU'RE A MEDICAID BENEFICIARY, YOU WILL NOW CHOOSE THE HEALTHCARE NETWORK FOR YOUR FAMILY."
FOR MORE INFORMATION VISIT BAYOUHEALTH.COM OR CALL 1-800-368-6273



VIDEO: CUT TO MEETING SCENE.
AUDIO: "LEARN MORE AT A SPECIAL MEETING IN YOUR AREA."



VIDEO: POSTCARD DROPS INTO FRAME.
AUDIO: "ALSO, LOOK FOR A POSTCARD IN THE MAIL SOON."



VIDEO: CUT TO PARENT/GUARDIAN WALKING WITH CHILD.
AUDIO: "MAKING MEDICAID BETTER FOR YOU AND YOUR FAMILY."

LOGO

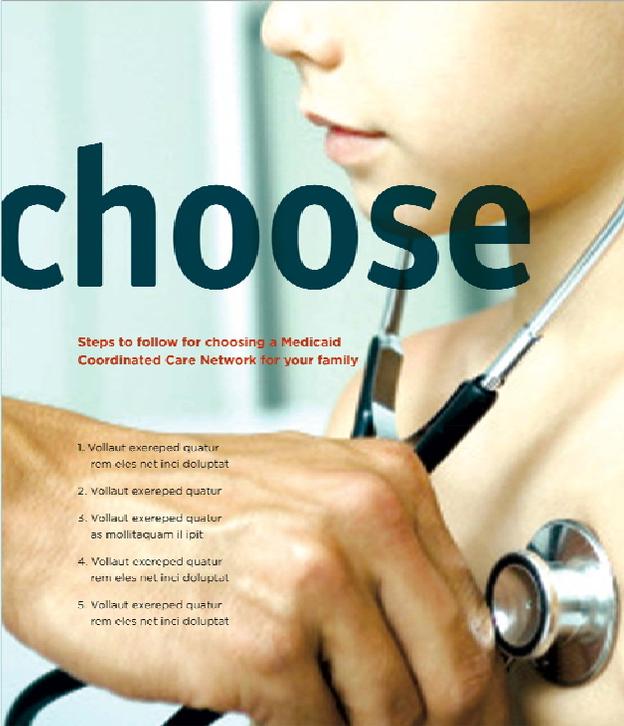
bayouhealth.com
DHH.com

VIDEO: CUT TO BAYOU HEALTH LOGO, BAYOUHEALTH.COM AND DHH.COM.
AUDIO: "THAT'S BAYOU HEALTH...FROM YOUR LOUISIANA DEPARTMENT OF HEALTH AND HOSPITALS"

Television :30

Media Campaign

- Print
 - African-American
 - Hispanic
 - Vietnamese
 - Rural



choose

Steps to follow for choosing a Medicaid Coordinated Care Network for your family

1. Vollaute exereped quatur rom eies net inci doluptat
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For a free brochure with complete enrollment information, call 1-888-342-6207 or visit MakingMedicaidBetter.com.



DEPARTMENT OF HEALTH AND HOSPITALS

Requirements

- Copy written to 6th grade level
- High contrast of copy to background
- 12 pt. type
- Stress message of empowerment and choice
- Translations to Spanish and Vietnamese
 - Drive to multi-lingual counselors

Variable-Data Direct Mail



Please attend an important meeting
about your *Medicaid Benefits*.

Thursday, January 19, 5:00pm

East Baton Rouge Parish Library
Delmont Gardens Branch

3351 Lorraine Street, Baton Rouge

You're invited to a special meeting just for Medicaid beneficiaries that will go over changes that are being made to Medicaid. Soon, you will be asked to choose a coordinated care network for your family's medical care.

Don't miss this important meeting to get information and ask questions. It's all part of how we're Making Medicaid Better for you family.



MakingMedicaidBetter.com

postage
paid
indicia

recipient's name

address

city, state, zip



Key Dates GSA “A”

10.14	Advocacy Summit
10.15	Secure collaboration agreements with LHA, LSMS, Metro Hospital Council, etc.
10.18	Creative pretesting
11.1	Place collateral information into association communications channels
11.7	Grassroots outreach begins Advocacy group coordination Immersion events/sites organized
11.15	Readiness kits mailed GSA “A”
11.15	Regional provider presentations begin
11.28	Public relations efforts begin
11.28	Television/Print campaign launch
12.1	Postcard 1 mailed GSA “A”
12.15	ENROLLMENT BEGINS
12.27	Postcard 2 mailed GSA “A”
1.29	ENROLLMENT ENDS

Education and Outreach: Direct Outreach

Approach

- **Vigorous consumer outreach**
 - Comprehensive media efforts
 - Strategic provider education
 - Statewide informational presence

Major Strategies

- Statewide informational presence focusing on geographic accessibility and traditional gathering places
 - Immersion outreach
 - Providing information based at child welfare offices, parish health units, SNAP sites, Louisiana Workforce Commission One-Stops, Health Centers, etc.
 - Choice meetings
 - Offering after-hours and weekend opportunities for recipients to obtain assistance in decision making

Choice Meetings: Direct Interactions

- In process of developing outreach schedule and finalizing database of contacts
- Suggestions still welcome
 - Event timeline: Dec. 15-Jan. 25
- Flyers, posters to be ready for distribution by early November; postcards going to homes
 - CBOs to receive Stakeholder Toolkit
 - Informational packet including samples of materials, processes for choice selections
 - Request: please inform your constituencies

Provider Outreach

Provider Outreach

- Local Medicaid providers are key stakeholders with solid connections to Medicaid/LaCHIP enrollees
- These providers have a vested interest in an orderly transition to CCNs
- Some of their Medicaid/LaCHIP patients will likely ask them questions and/or request assistance regarding CCN Selection

Provider Outreach Plan: Part 1

- Design “provider support” collateral materials that providers will:
 - Inform providers about the CCN selection process
 - Explain how providers can support Medicaid/LaCHIP enrollee selection of a CCN
- Materials will be distributed through collaboration with provider associations

Provider Outreach Plan: Part 2

- Design and deliver “provider support” presentations regionally in collaboration with provider associations:
 - Review the “provider support” materials
 - Deliver current news/updates
 - Address provider questions and compile provider concerns/issues

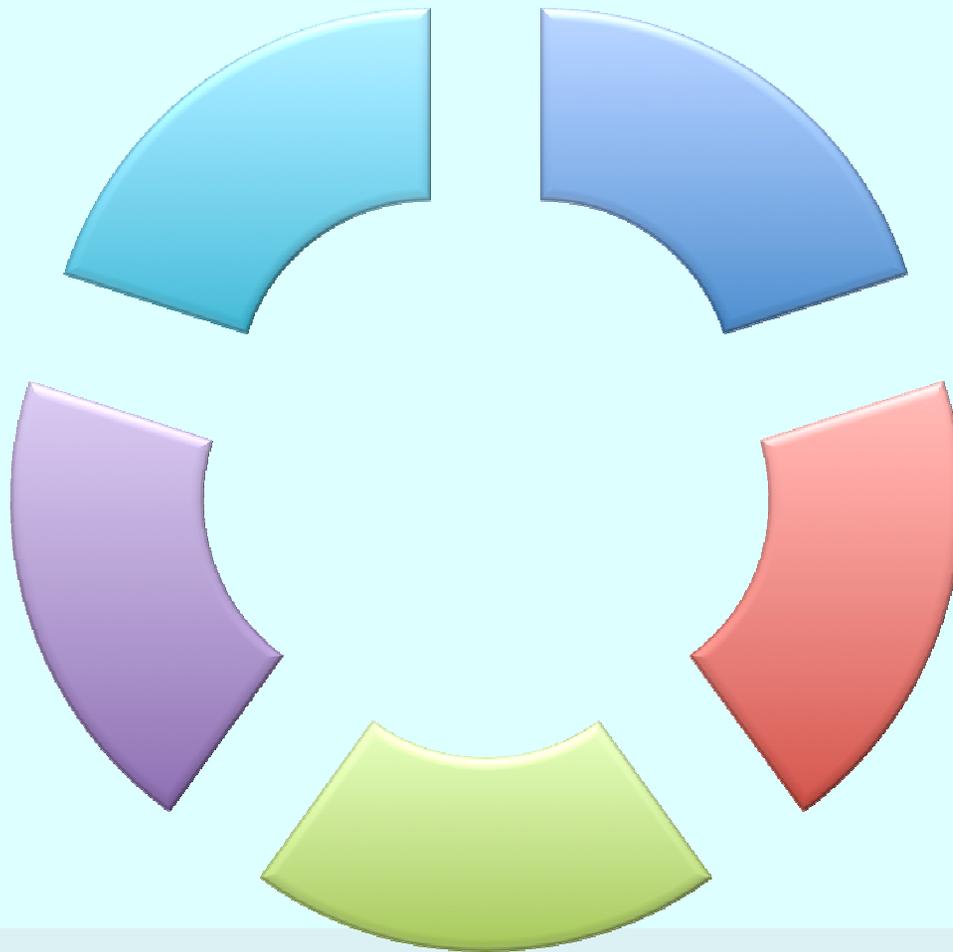
Rules for Providers

- Limitations on communicating with enrollees
 - Providers CANNOT recommend a specific plan
 - Providers CAN inform patients of what plans they are in

BAYOU HEALTH and You

Plan to Reach Hard-to-Reach
Populations in Louisiana

Who Are These Hard-to-reach Populations?



- Adults with mental, physical and/or developmental disabilities
- Children with mental, physical and/or developmental disabilities
- Adults with low literacy skills
- Dual eligible seniors and person with Medicare

Why Focus Targeted Efforts to Reach This Group?

- Traditional mailings may not be as easily understood
- To avoid any confusion that could result in enrollees not accessing needed services
- Greater need for specialized medical services
 - Enrollees/Families must comprehend changes to ensure a seamless transition of services

Where Do We Start?

- Today....
- Right Here....
- Right Now....
- Educating key stakeholders and advocates that work daily with these special needs populations
- Trusted resource for enrollees

Mandatory vs. Excluded vs. Voluntary Participation

- All groups need to be educated on coming changes
- Mandatory groups need to know how their Medicaid coverage will change
- Excluded groups need to have accurate information to avoid any confusion
- Voluntary groups need to be educated on their choices

Targeted Messaging to MPP and FOA Enrollees

- E-mail and traditional mail campaigns focusing on MPP and FOA enrollees
- Program specific notices to explain which groups are mandatory, excluded or voluntary
- Eye catching HTML e-mails will be developed for specific program enrollees

Additional Medicaid Resources for Enrollees and Advocates

- LA Medicaid Customer Service Unit (CSU) will receive specialized training to assist callers
- Extended hours of operation at the CSU call center
- Regional outreach staff available for in-service
- Local CCN specific outreach
- Regional Medicaid CCN Specialist
- Walk-in assistance available at local Medicaid office

Questions?

Thank you for your commitment!

