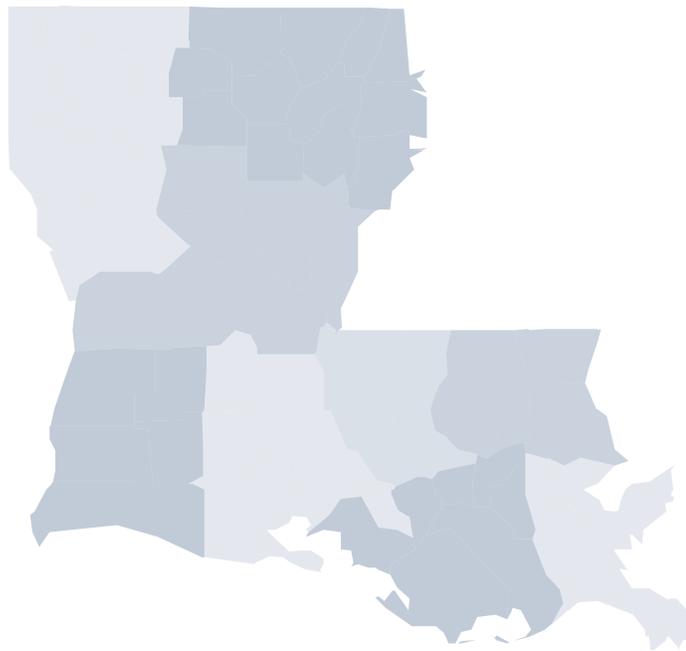




# TRANSFORMING LOUISIANA'S LONG TERM CARE SUPPORTS AND SERVICES SYSTEM

.....

*Stakeholder Engagement and Communications  
Concept Brief*



**DECEMBER 12, 2013**

## Introduction

As stressed in the initial concept paper released this past August on the transformation of long term supports and services, the ongoing transformation of Louisiana's long-term supports and services system will continue to be an open and collaborative process. The involvement of stakeholders across the state is critical for the successful design and implementation of Managed Long Term Supports and Services (MLTSS) in Louisiana. The purpose of the Long Term Care Advisory Group is to provide an organized venue for feedback from stakeholders in Louisiana, including participants in the current Long Term Supports and Services (LTSS) system, LTSS providers, and community-based organizations involved the support of those using LTSS. Based on feedback received during the first meeting of the advisory group, future meetings of the advisory group will focus on soliciting purposeful feedback through the use of focused work group meetings.

The Department of Health and Hospitals (DHH) recognizes that to successfully design and implement MLTSS, the Department needs the input of others beyond the Long Term Advisory Group. The Department is committed to the active inclusion of cross-disability groups, as well as community, provider and other advocacy representatives in order to provide comprehensive and meaningful input to both the planning and operation of this program. Materials and communications related to long-term care reform are continually posted to MakingMedicaidBetter.com. Additionally, questions, comments and other feedback can be submitted by email to LongTermCare@la.gov.

## Feedback to Louisiana's Approach

As DHH continues to research best practices and lessons learned from other states and works to build the framework for the transformation to MLTSS, feedback is actively being solicited on the following areas of stakeholder engagement.

## Louisiana's Approach to Stakeholder Engagement and Communications: Workgroup Questions

1. **How would you like to see DHH structure public forums?**
  - a. **Are there existing events that DHH can attend to present the tenets of this reform to stakeholders?**
  - b. **Are there existing communication mechanisms DHH can access to present information about this reform to stakeholders?**
2. **Is there additional stakeholder engagement that should be considered by DHH throughout this process?**
  - a. **Are there suggestions for best ways to provide information to persons served in institutions and their families?**
  - b. **Are there suggestions for best ways to provide information to persons using Medicaid HCBS?**
  - c. **Are there suggestions for best ways to provide information that may reach persons who are waiting for services?**
3. **What should be included in a successful communications plan? What constituency groups should be specifically considered as part of this plan?**
  - a. **What are some important factors for DHH to take into consideration when messaging MLTSS reform?**

## Stakeholder Engagement

### *Advisory Group Meetings*

Pursuant to Centers for Medicare and Medicaid Services (CMS) guidance and in an effort to formalize channels for feedback, DHH established the Long Term Care Advisory Group with the plan to meet continuously through this transformation process to provide active guidance to the Department.

## Public Forums

DHH is planning to hold public forums in different regions of the state to present the tenets of this reform and foster a meaningful dialogue to answer questions and accept public comment. Format, content, and schedule of these forums should be constructed with guidance from the advisory group. Once determined, the schedule of forums will be available on MakingMedicaidBetter.com. Material from the forums, including video from at least one forum and answers to frequently encountered questions, will also be posted online.

## Communications

Pursuant to guidance from CMS, DHH seeks to develop a communications plan to be used throughout this process based on input from the advisory group. The communication plan should include a plan to reach many different constituencies, including: (a) state agencies, (b) consumer and provider groups, (c) existing vendors, (d) the public, and (e) the Louisiana Legislature. A successful communications plan will be able to be updated throughout the planning and implementation process for MLTSS.

## Transforming Louisiana's Long Term Care Supports and Services System

*For additional information, please visit  
MakingMedicaidBetter.com/LongTermCare*

*Louisiana Department of Health and Hospitals*

628 North 4th Street, Baton Rouge, Louisiana 70802

(225) 342-9500



**Transforming Louisiana's Long Term Care Supports and Services System**

*For additional information, please visit  
[MakingMedicaidBetter.com/LongTermCare](http://MakingMedicaidBetter.com/LongTermCare)*

*Louisiana Department of Health and Hospitals*

628 North 4th Street, Baton Rouge, Louisiana 70802

(225) 342-9500