MAC Brainstorming Sessions

Activity 2

Meeting 3: May 23, 2024 Morning Session

Welcome and Introductions

Heather welcomed the group and reviewed meeting guidelines as well as the key points participants have learned during the Brainstorming Sessions and key elements for MassHealth to consider. Participants also shared what they have learned during these sessions or points they would like to highlight, including:

- Understanding barriers MassHealth Members are facing
- The importance of hearing everyone's voices, including people's diverse opinions, knowledge, and health priorities
- The desire of everyone to take a seat at the table despite the barriers
- That we share many of our struggles and are not isolated
- The size and scope of MassHealth and diversity of needs created by this
- The process for organizing meeting discussions and highlighting themes
- The importance of identifying gaps
- The complexity of operating MassHealth
- Communication and paperwork are some of the biggest challenges MassHealth Members face
- Difficulty with Medicare Advantage plans
- The importance of reaching folks that often don't have a seat at the table
- The difficulties faced by parents and other caregivers trying to keep their loved ones and children at home
- Understanding MassHealth is very difficult

Review of What We Have Learned So Far

The group reviewed visuals documenting what participants have shared to inform MAC Outreach. Participants shared additional feedback based upon the visuals.

Group members provided additional suggestions, including:

- Add therapy services, such as occupational therapy, physical therapy, and speech therapy

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- Note that mental health care stretches across a wide spectrum. Consider if this is captured in the current bubbles
- Add a bubble for Community Case Management to the "Various Programs" image as this program is both unique and significant
- Consider adding telehealth to the "Geography" image
- Consider how to represent members that receive services through multiple state agencies or multiple insurances
- Add elderly, including nursing home residents to "Target Communities" image
- Add people returning from incarceration to "Target Communities" image
- Add early childhood to "Target Communities" image
- Ensure the LGBTQ+ Community is represented in the visuals
- Ensure Tribal Communities are represented in the visuals

The group had the following additions to Partnerships for Success Visuals:

- Add Parent Professional Advocacy League (PPAL) to the "Children and Youth" image
- Add the Children's Mental Health Campaign to the "Children and Youth" image
- Add Youth Move to "Young Adults" visual
- Add youth programs at family access centers to "Young Adults" visual
- Add Statewide Young Adult Council to "Young Adults" visual
- Consider how banks and check cashing/sending facilities may be accounted for in the "Immigrant Communities" visual

The group also discussed the importance of caregivers and the many challenges caregivers face, which may inform MAC partnerships and outreach.

- Caregivers can become unexpectedly thrown into caregiving and guardianship without getting access to the skills or resources
- Caregivers can struggle navigating regulations related to Personal Care Attendants (PCA)
- Caregivers face a financial burden and an aid worker shortage
- People with little or no family can struggle to find caregivers

Group members validated one other's struggles with giving and receiving care. Participants shared the following resources to help one another. The MassHealth team will follow up with additional resources to share with participants.

- Link to talk to legislature about challenges with PCA rules
    - https://malegislature.gov/Bills/193/SD1170

- Link to PPAL, an organization that helps support any parents/caregivers who are working hard for their kids with mental health challenges. PPAL services are free.
  - www.ppal.net

Breakout Groups Jam Board Activity

To facilitate continued deep discussion on effective outreach, the group broke out into two smaller groups and worked together on a 'Jam Board,' a virtual platform that allowed participants to place 'sticky notes' with their ideas on a shared 'white board.' The completed Jam Board can be found here: https://jamboard.google.com/d/1X1esmlY2_-maUGOArdD78pH69D4YDCws0pg0M3BR-L8/edit?usp=sharing

When the groups rejoined, participants also shared some highlights from break out discussion, including:

- Plain language and accessible formatting is critical
- Peer to peer outreach can help ensure the messaging is culturally reflective
- Powerful imagery is critical
- Messaging should include a clear call to action
- Outreach must anticipate challenges with interpretation, such as issues effectively translating slogans and catch phrases
- Messaging should focus on impact and the benefits of participating in the MAC
- Messaging should be clear about compensation and demonstrate that members' time is valuable
- Outreach should make taking action easy, for instance, by providing QR codes for flyers or websites and links for text messages
- Messaging must communicate time commitment from potential MAC members

Planning for the Next Meeting

The final Brainstorming session will include participants from all Brainstorming groups. The groups discussed the key points they want to share at the upcoming meeting:

- People need to feel valued
- We must ask and listen before making decisions
- Investment is the first step towards buy-in
- This process has been beautiful and should be expanded
- Feeling heard can be an important salve to the pain many users experience and witness

- It is critical to identify decision-makers within MassHealth who will hear our feedback
- It is critical to identify the challenges and resources available to MassHealth to incorporate our feedback

Participants also shared how they would like to share information in the upcoming meeting:

- Participants enjoy using the visual, including Asset Mapping, to share information
- Participants find the meeting notes helpful

One member volunteered to share on behalf of the group in the upcoming meeting.

Wrap Up

- Participants will fill out the meeting evaluation survey
- Haylee will share meeting notes with the group
- The team will compile participants ideas and prepare to share them in the final meeting
- The team will share additional resources for participants