

# **Brainstorming Sessions**

**MassHealth Member Advisory Committee (MAC)**



**Welcome! 😊**

# Agenda

- 1 **Welcome and Introductions**
- 2 **Brainstorming Sessions' Key Findings**
- 3 **BREAK**
- 4 **Group Reflections**
- 5 **MassHealth Reflections and Q&A**
- 6 **Closing**

# Meeting Guidelines

- Provide the information and support needed for all to engage.
- Ensure space for all to contribute.
- Avoid jargon and acronyms (or spell them out first).
- Recognize all opinions matter and there are no right or wrong answers.
- Actively listen and limit outside distractions.
- Build trust in increments.
- Arrive on time and keep cameras on as much as possible.
- Provide space for breaks and take breaks when needed.
- Share your thoughts while also leaving time for others' ideas.
- Adhere to meeting agendas and try to stay on topic.
- Protect everyone's personal information and shared experiences.
- Check in with the group about their understanding of concepts with a show of hands.



"We need to meet groups where they are at and give value in order to have participation."



"People genuinely care."

"It was really nice to meet so many people that are invested in the same topic as I am. Strength in numbers!"

"There are diverse stakeholders all interested in the same pursuit of equitable access to care."



"I'm hoping that an intentionally evolutionary consciousness can progress MassHealth and the whole Commonwealth."

"There is always something that I learn from a brainstorming session."



"I continue to be blown away by honestly, how hard MassHealth works to constantly try to make the member experience as good as possible. Seeking feedback - on multiple fronts!"

"Even when you think you've got everything, a new perspective opens new doors and identifies new gaps."

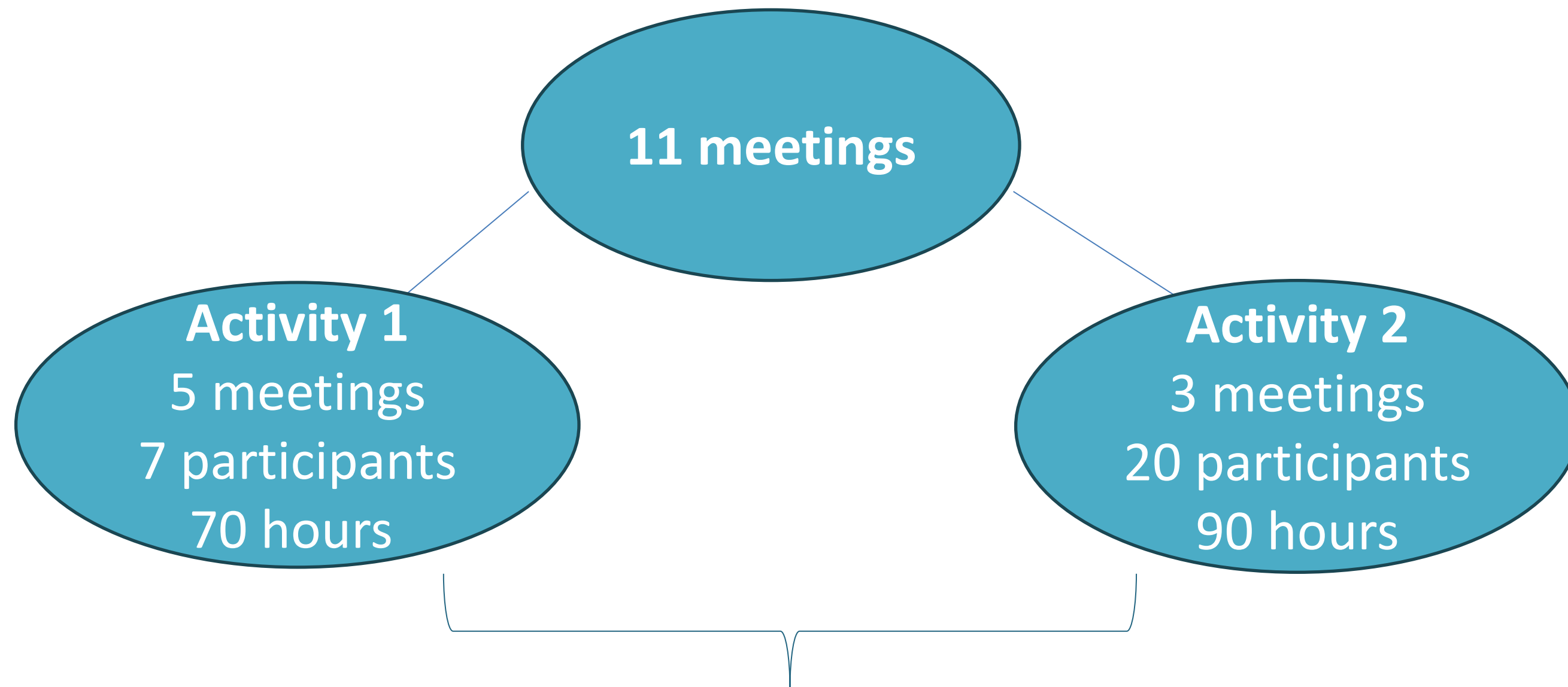


"We make a great team."

"I am filled with hope because of the caring illustrated here."



# Brainstorming Investment



**Backgrounds:** MassHealth Members, Providers,  
Caregivers, Community-Based and Advocacy  
Organizations, Students



# Brainstorming Purpose

## To Engage:

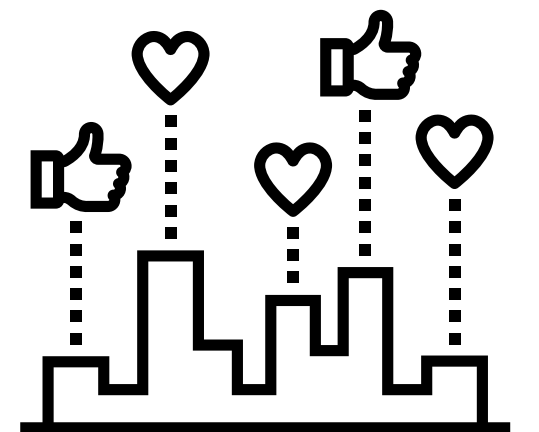
Diverse Massachusetts communities in the initial planning phase of the first ever MassHealth Member Advisory Committee

## To Learn From:

Various perspectives on how to design a MAC and outreach for a MAC that encourages diversity and represents the unique experiences of MassHealth members

# Getting to Know Each Other!

- 1 Place your name in the chat and which Activity you participated in.
- 2 Share one thing you would like everyone to know about you in the chat.





# Activity 1

# Focus Areas

## Activity 1



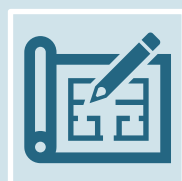
Develop accessible, understandable, and culturally relevant materials



Understand the MAC Approach




Inform MAC Outreach Materials and



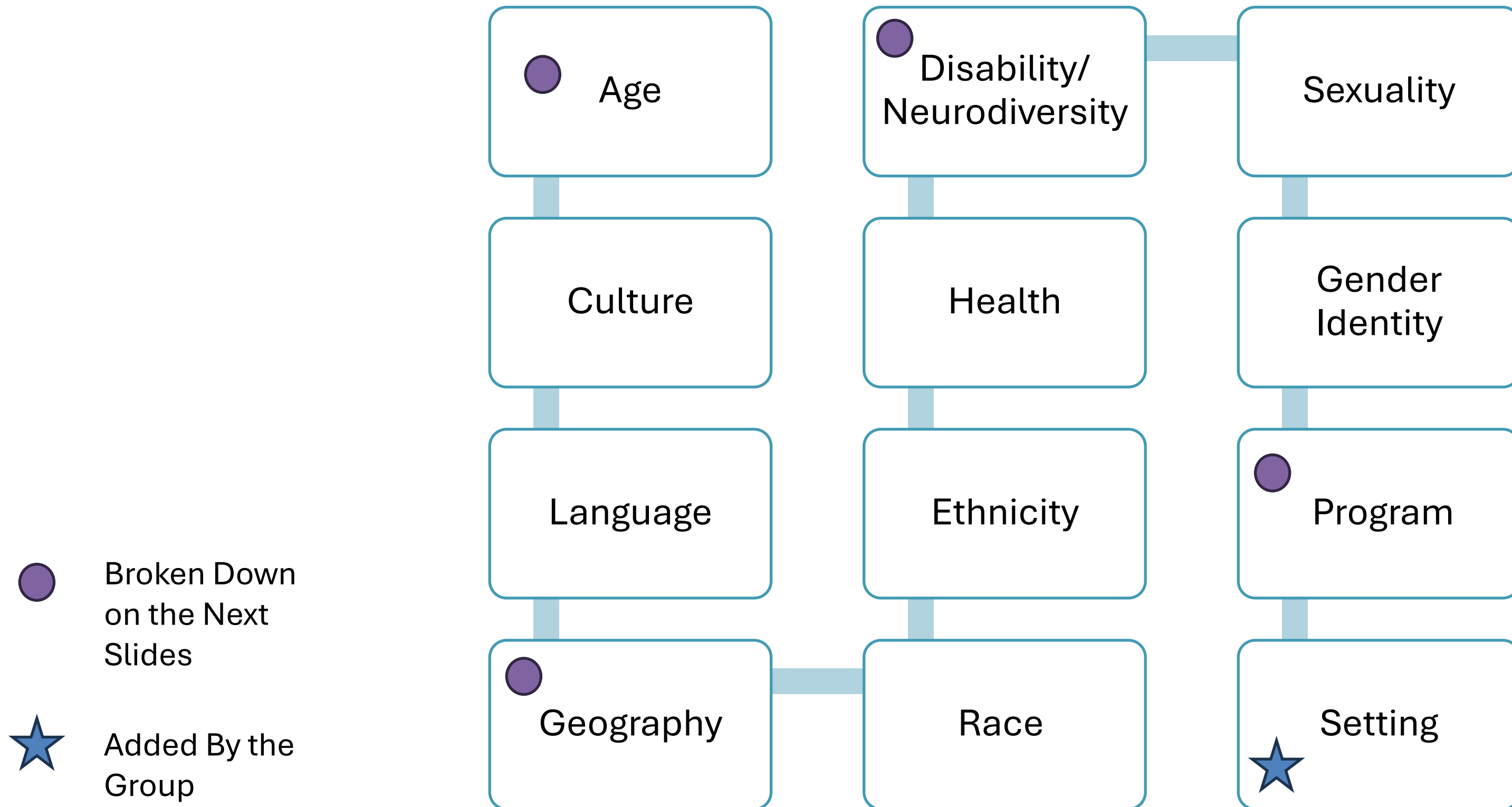
Design MAC Outreach Messaging

# Overarching Theme

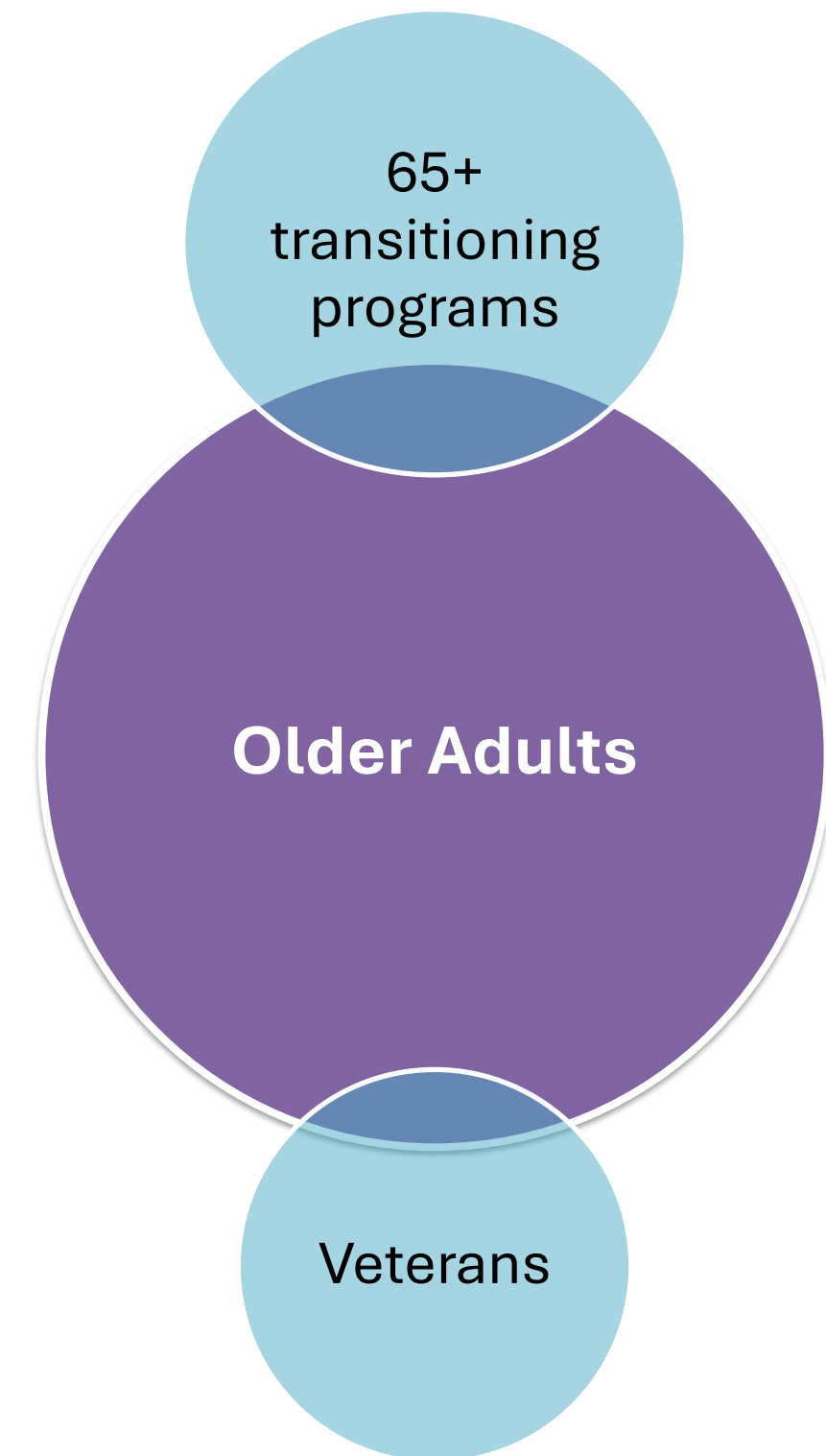
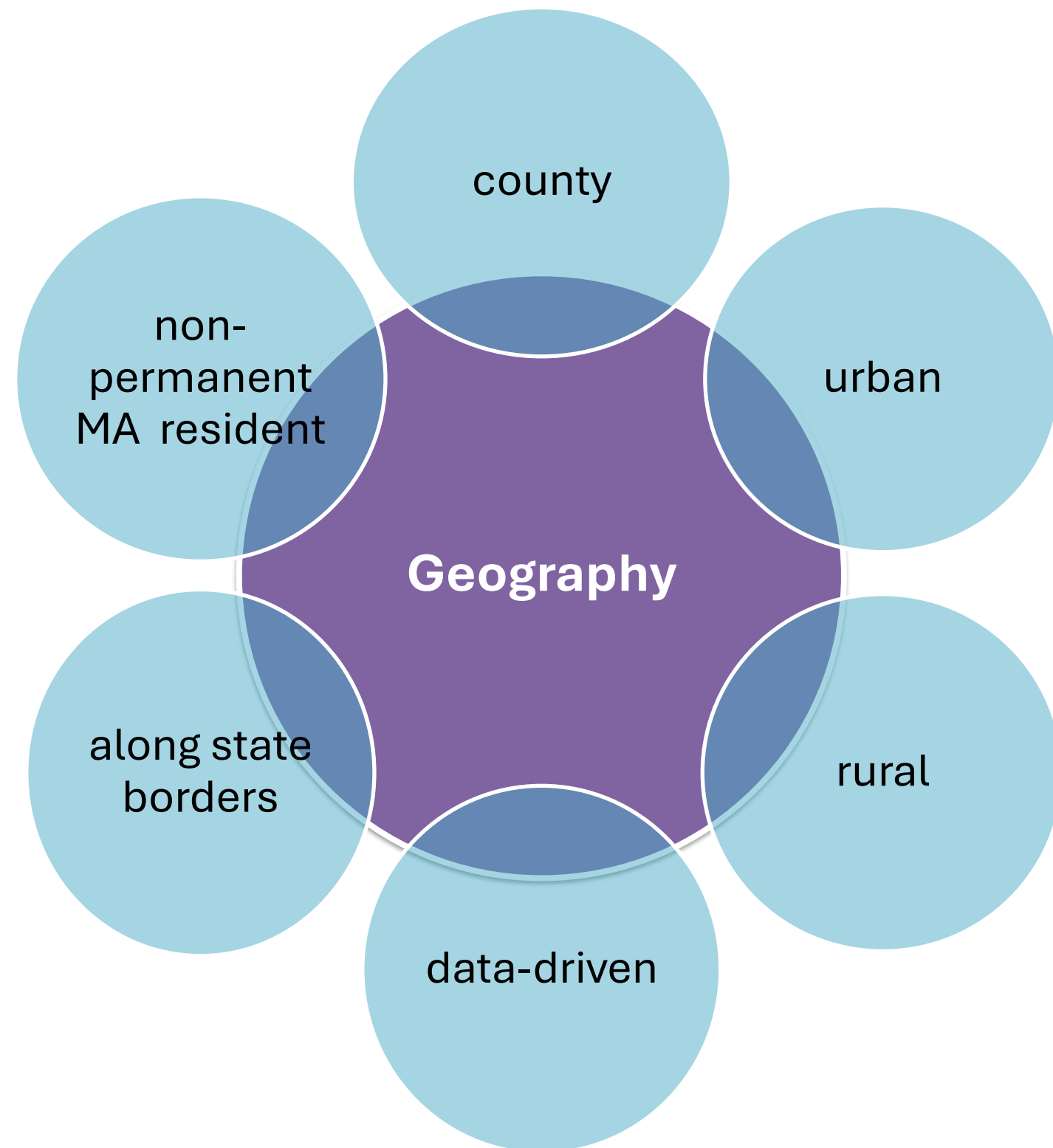


The MAC should  
represent diverse  
experiences and  
recognize  
intersectionality.

# Intersection of Identities

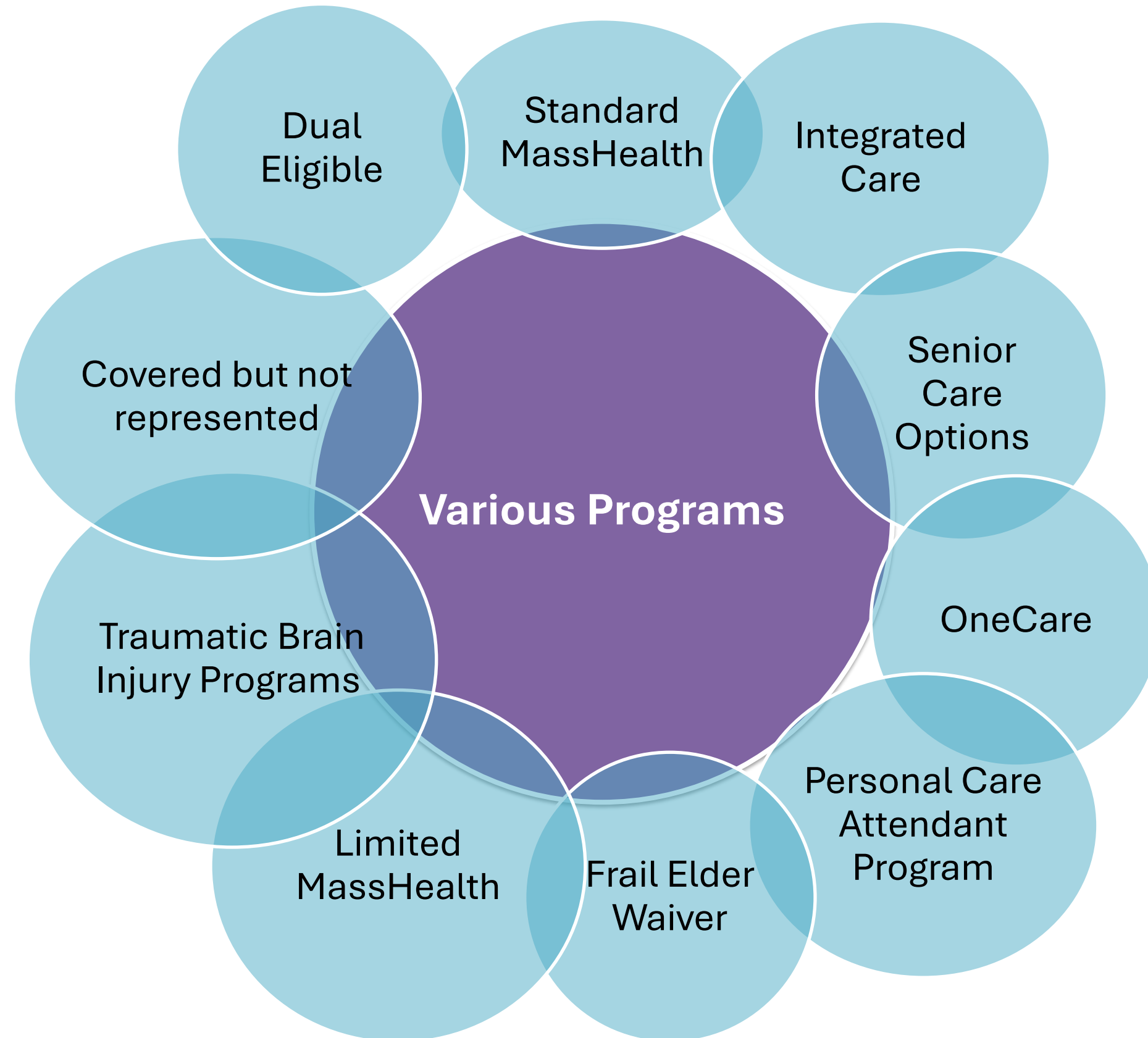


# Breaking It Down





# Breaking It Down



# Additional Perspectives



# Takeaway for MAC Approach

## MAC Members

10-15 members

Range of term limits

Renewal process

Represents geographic diversity of  
MassHealth members

Intersecting identities

## MAC Meetings

Shorter meetings, meet more often and  
vice versa

Hybrid with two facilitators

Person-centered onboarding and training

Financial and non-financial incentives

Accommodations

# Progress

**Messaging**

**Accessibility**

**Partnerships for Success**

**Strategies**

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## **MESSAGING**

Emphasize the opportunity to make a change

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Include logistics about the MAC

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Explain that accommodations will be available

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Describe the MAC's role in the context of health care

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Show a commitment to change at MassHealth

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## **ACCESSIBILITY**

Highlight the availability of translation and interpretation services among other accommodations

Use many methods for engaging

Describe compensation options

Use clear communication

Practice plain language

# STRATEGIES

Many Methods

Digital (video, television, ads)

Physical (flyers, QR codes, word of mouth)

Meet Communities Where They Are (events, festivals, parks)

Ongoing Communication

Low Tech

# Partnerships For Success



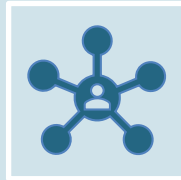
# Activity 2

**Colored Circles**=New Additions from Meeting 2 & 3

**White Circles**=Insights from Meeting 1

# Focus Areas

## Activity 2



Identify communities commonly left out of outreach and ways to effectively reach communities to share MAC Application



Identify common pitfalls and share lessons learned



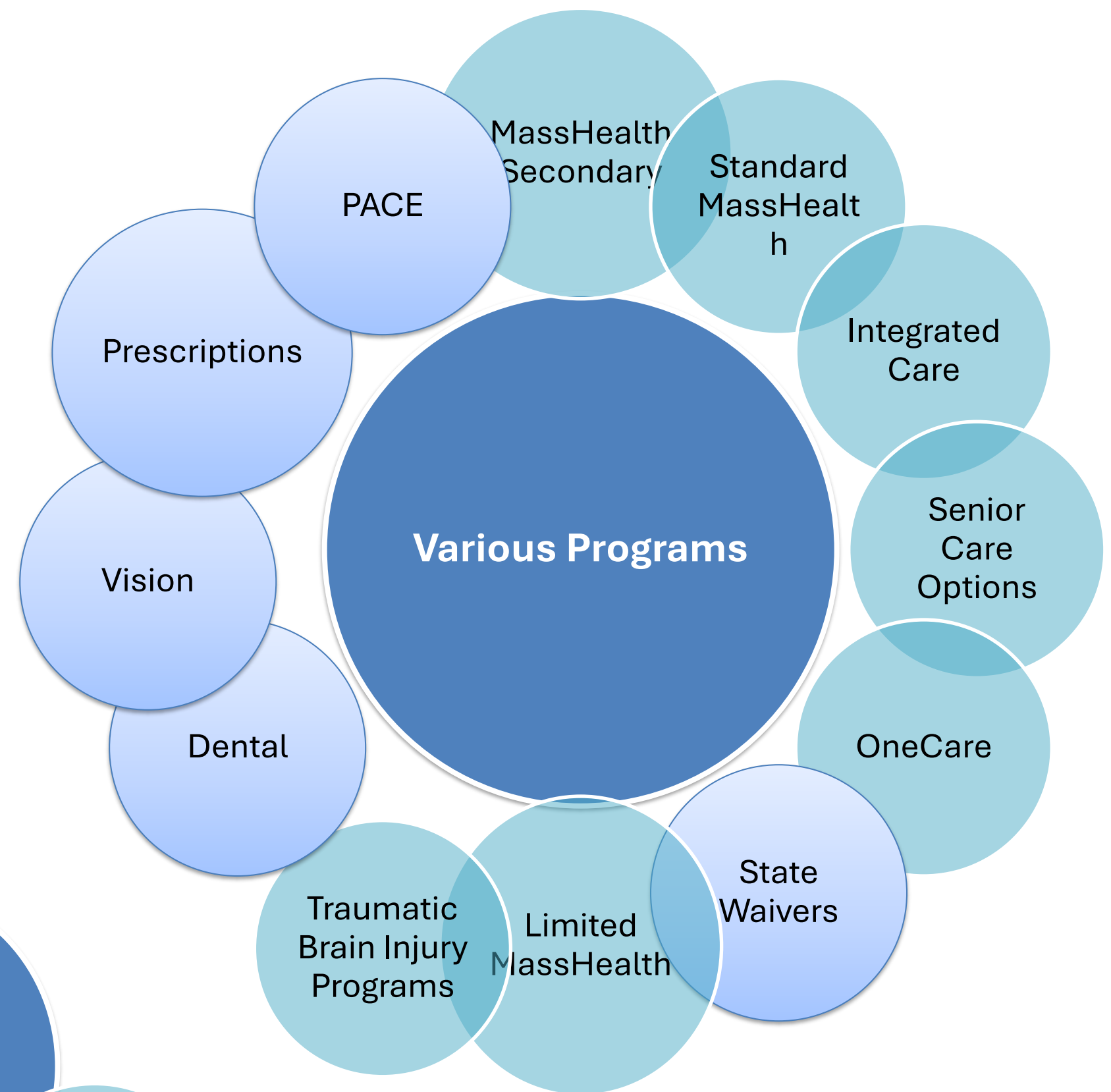
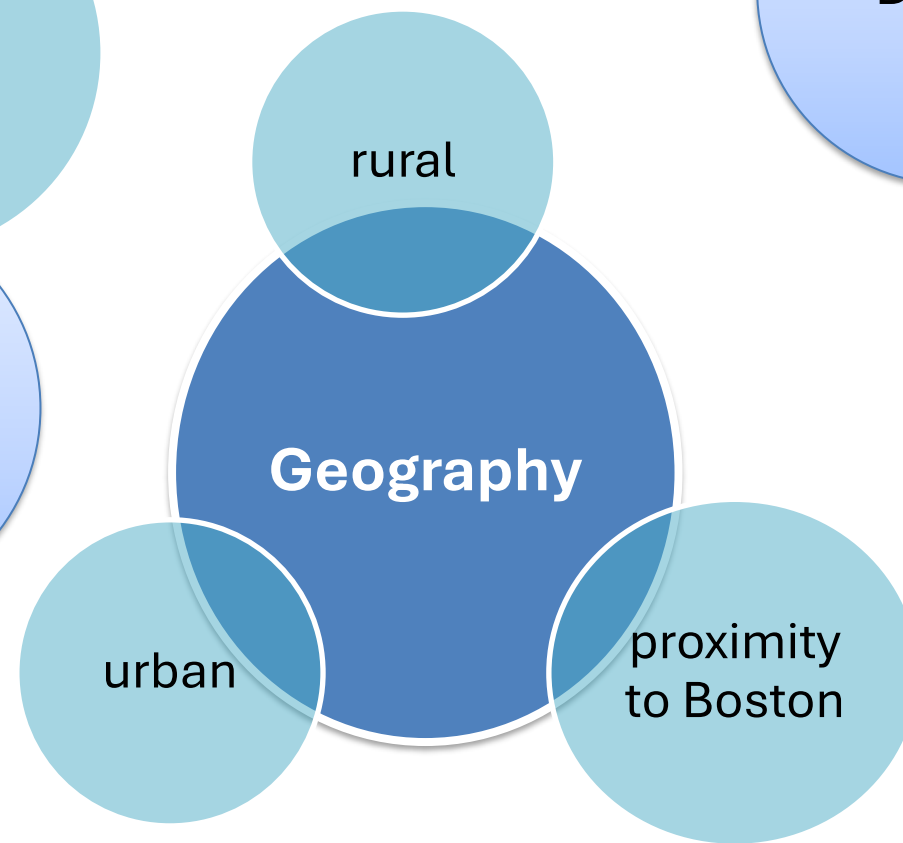
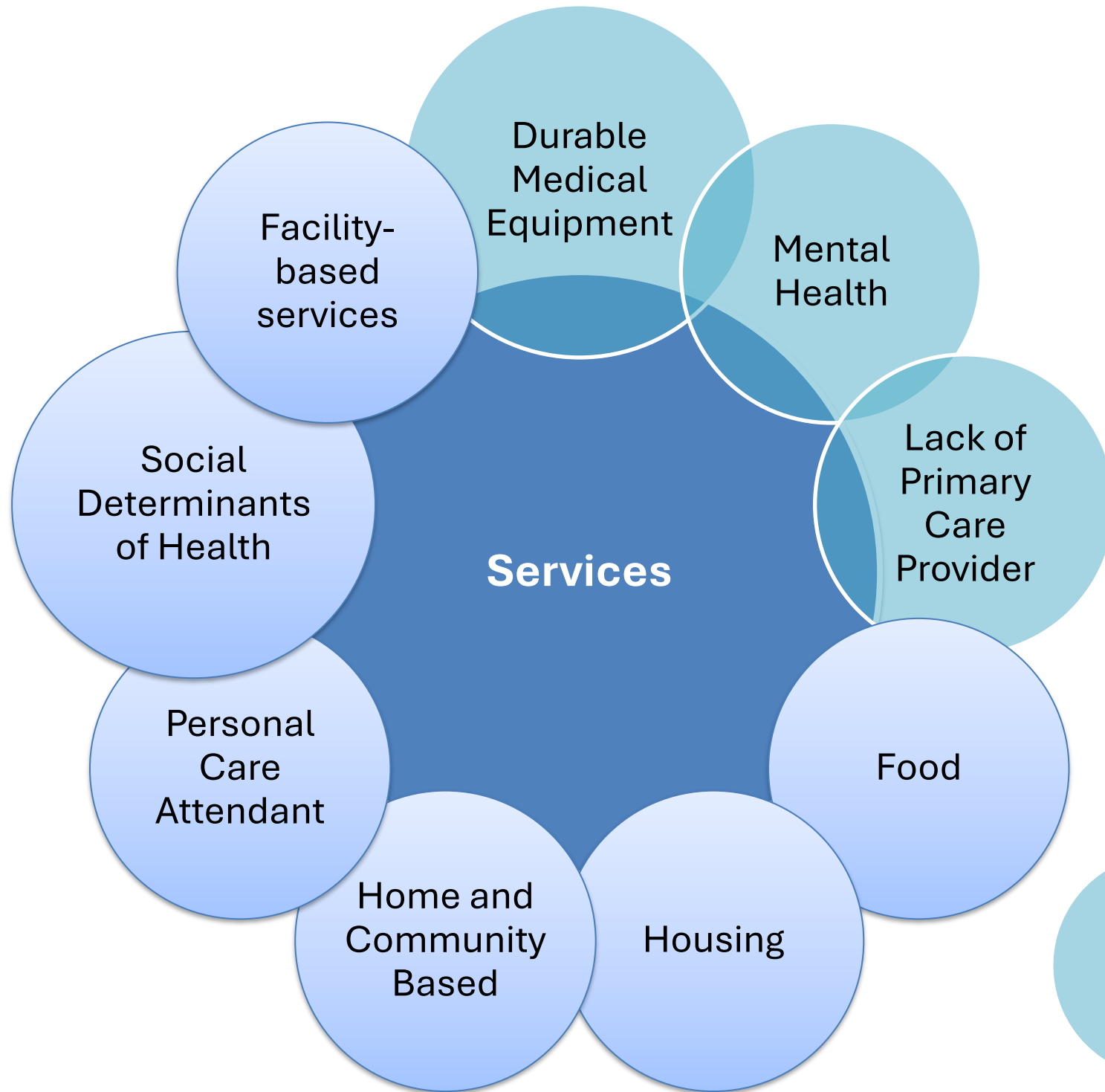
Map existing community assets



Inform an Outreach Plan



# Perspectives and Experiences



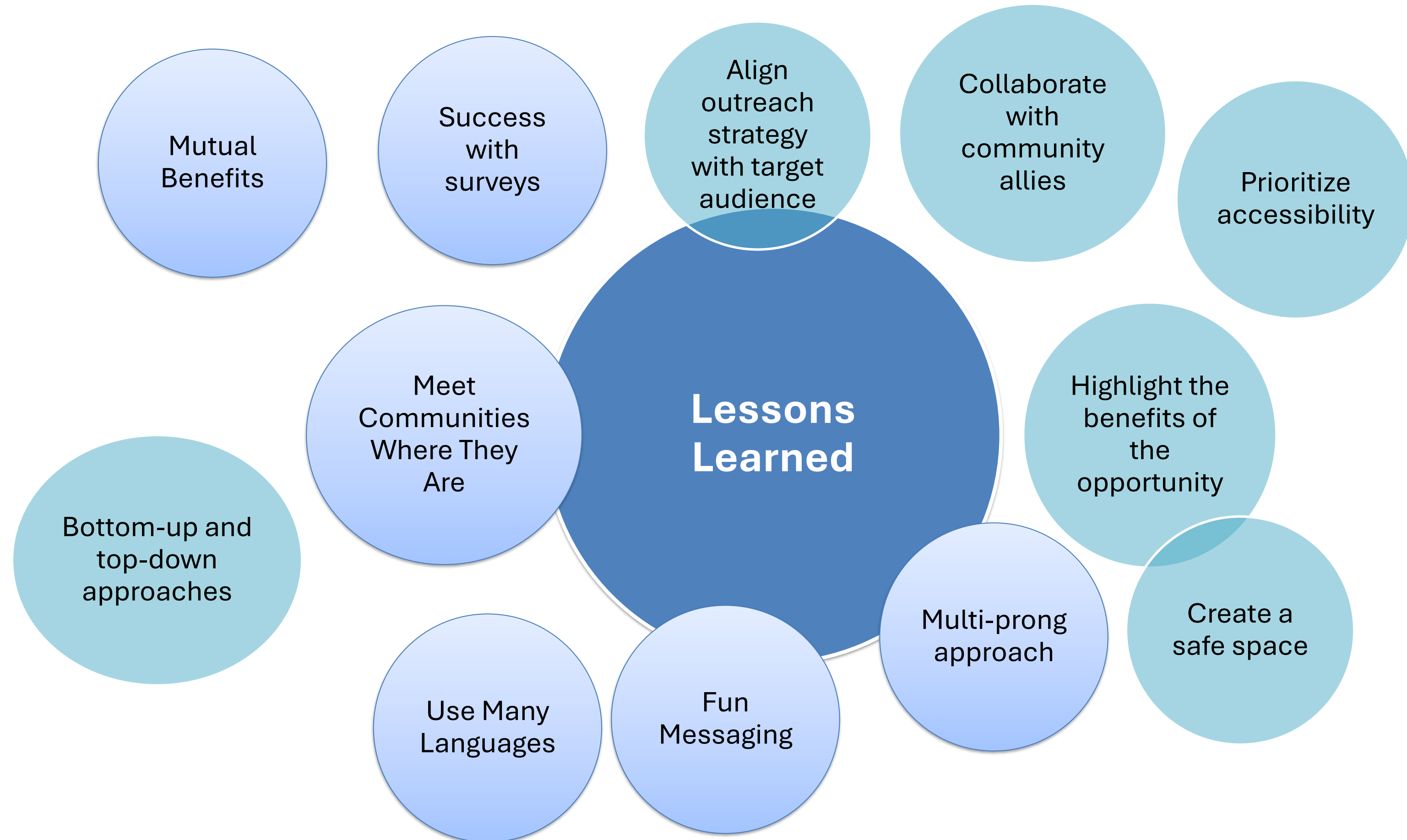
# Perspectives and Experiences



# Outreach Obstacles

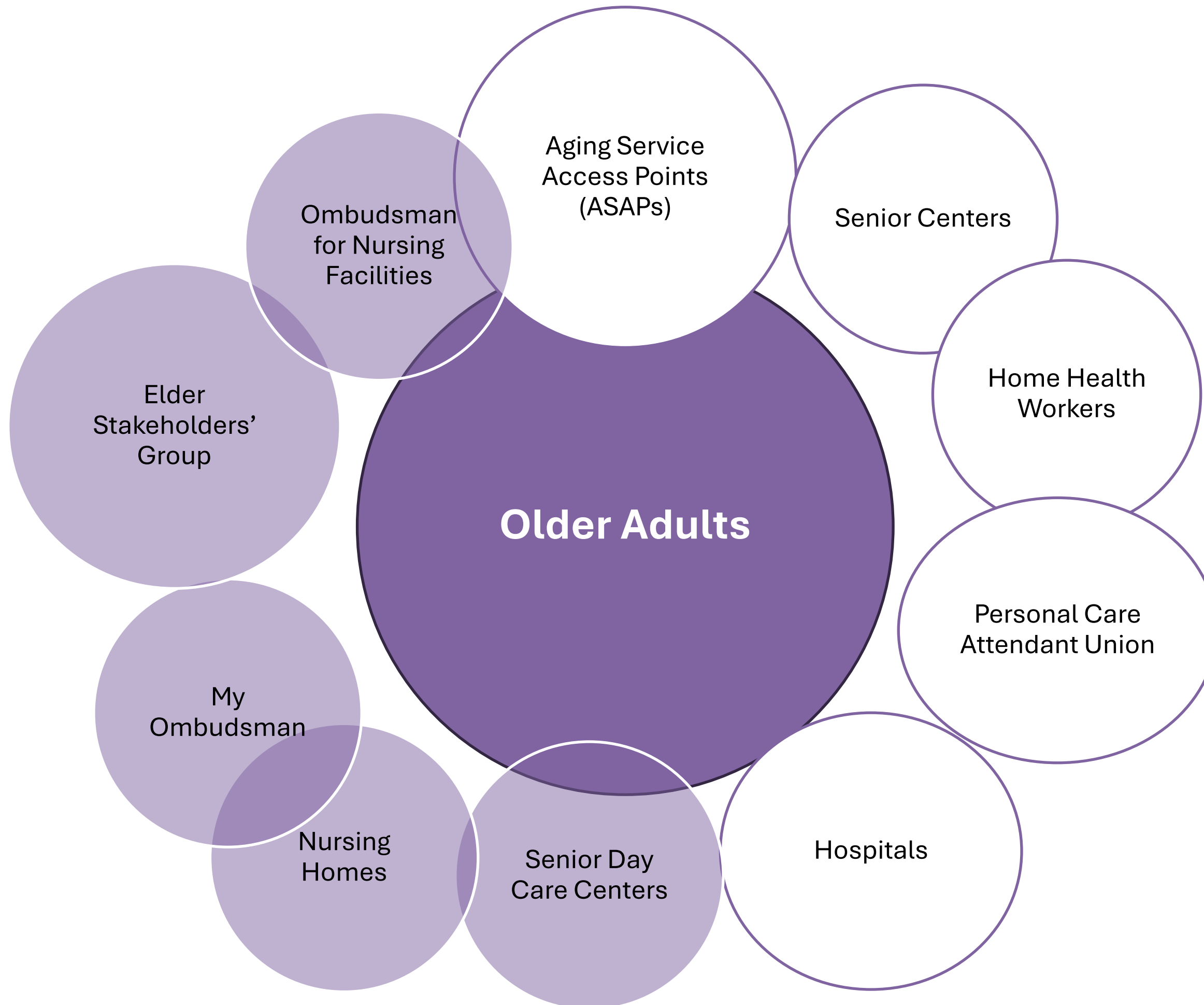


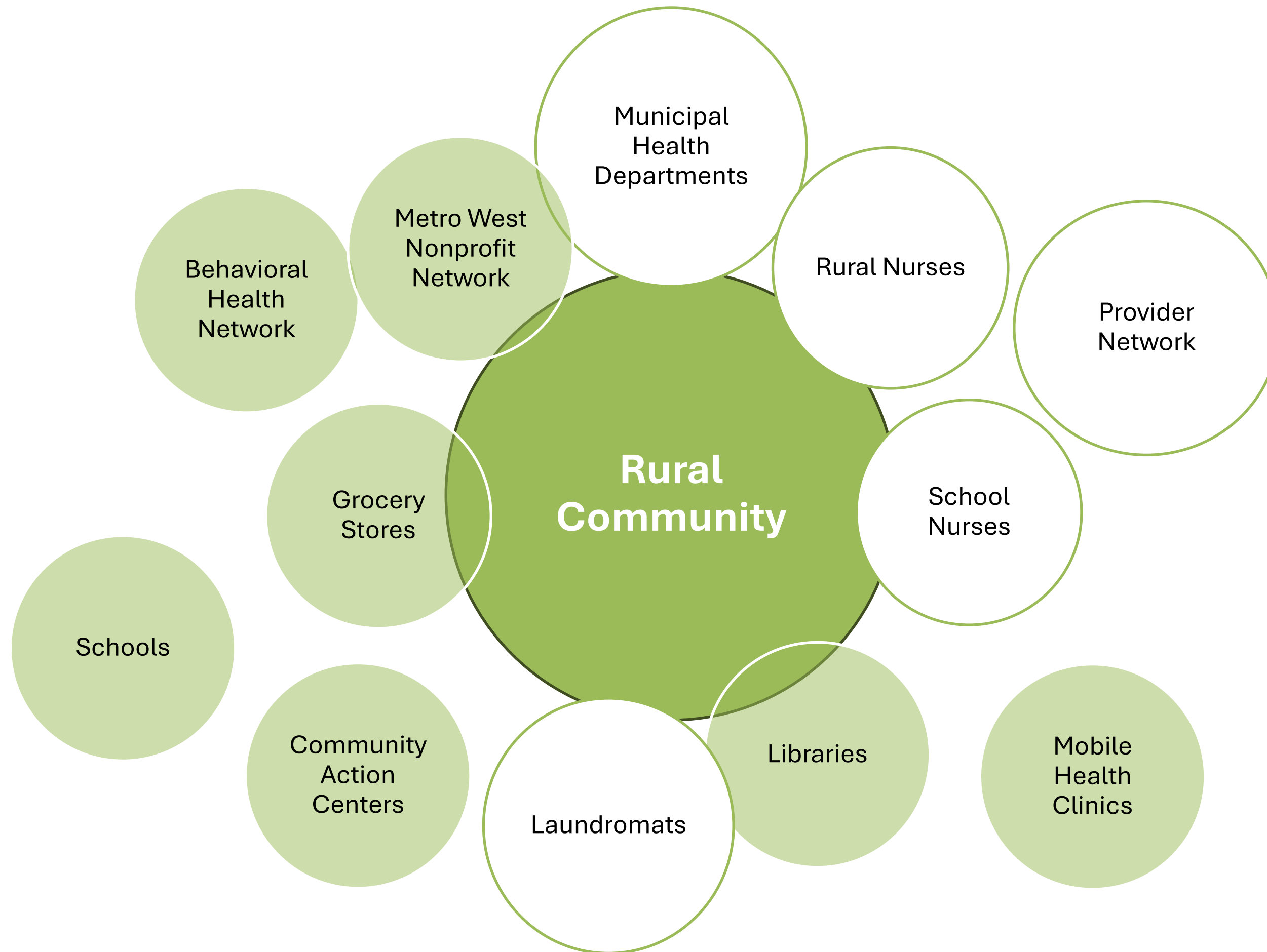
# Outreach Lessons Learned

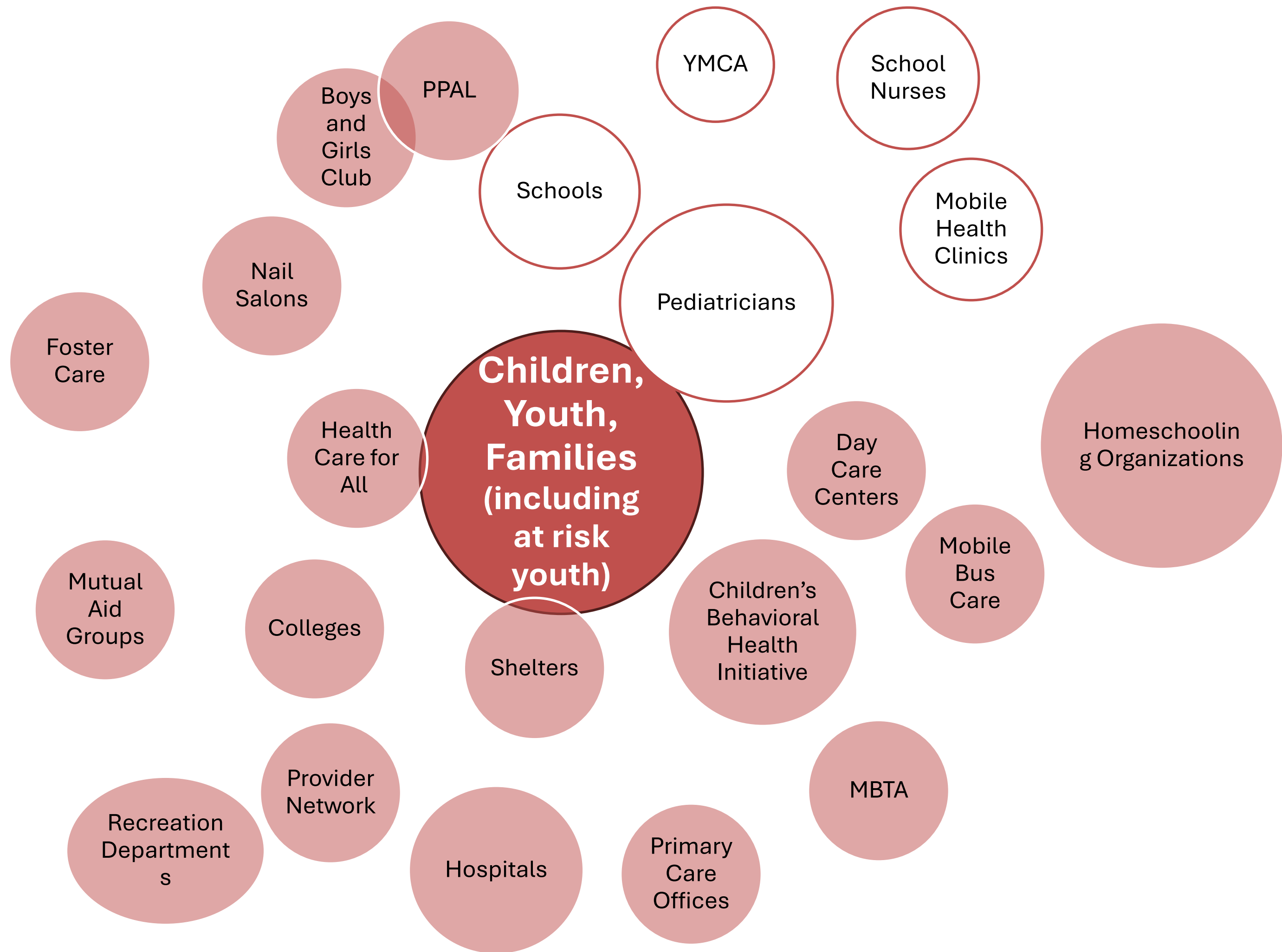


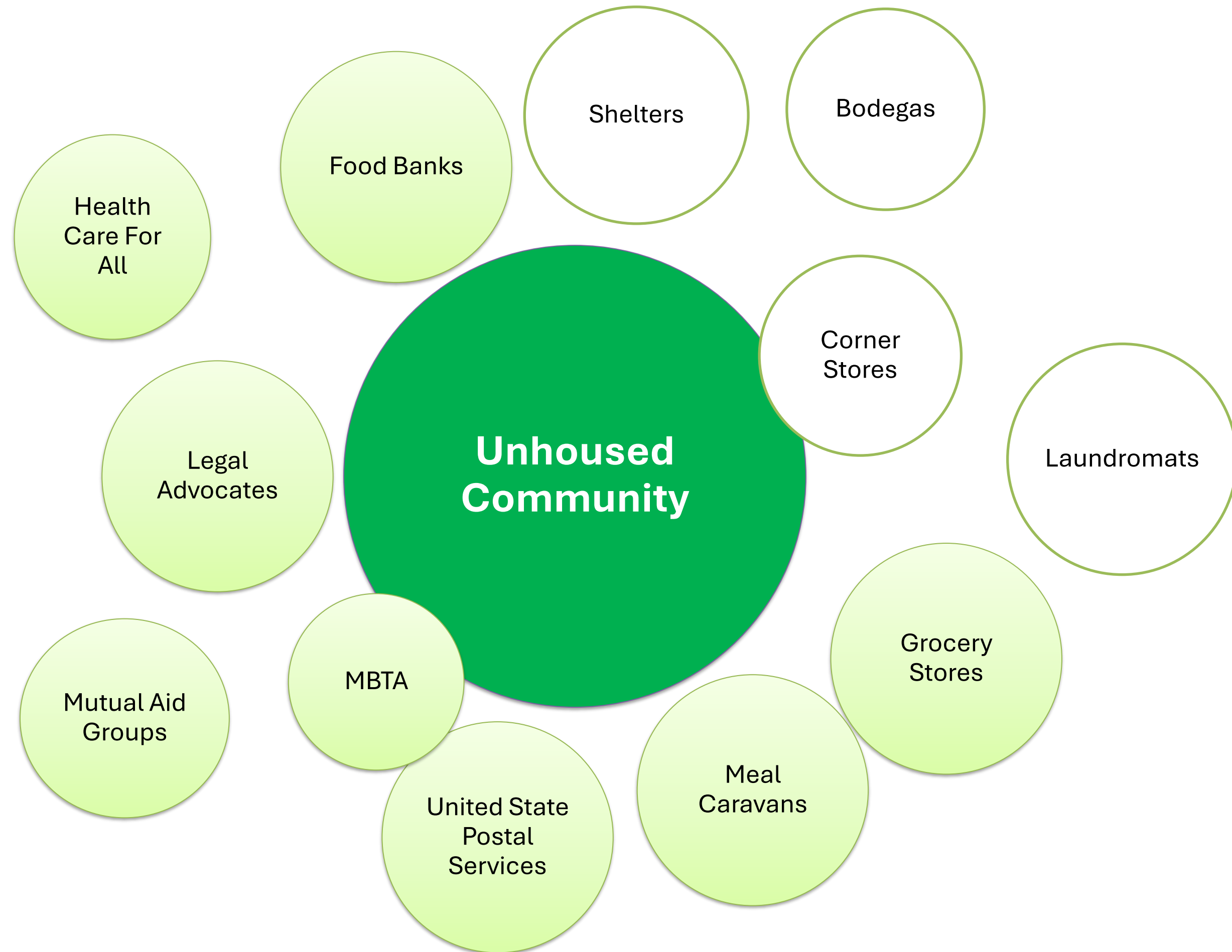


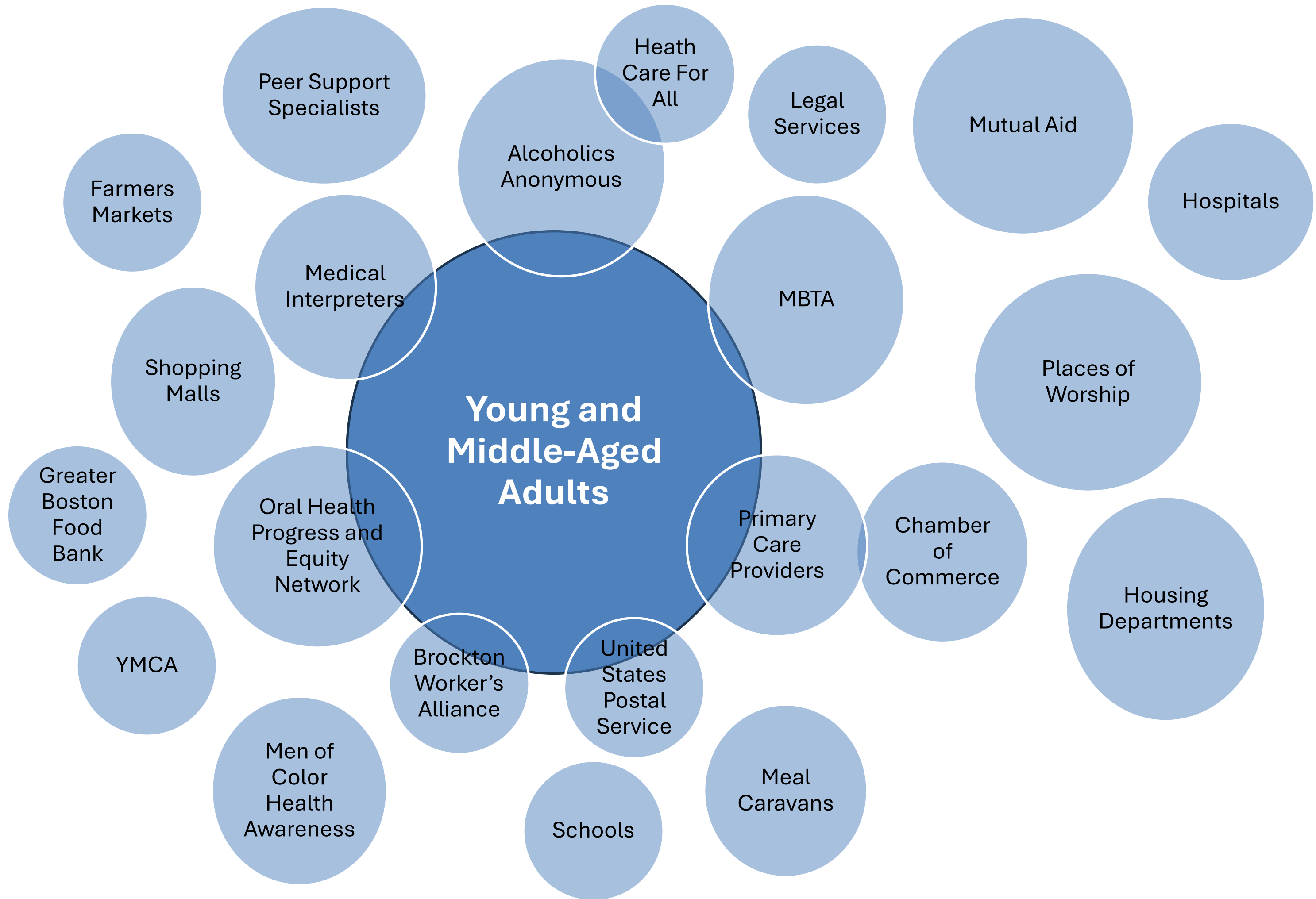


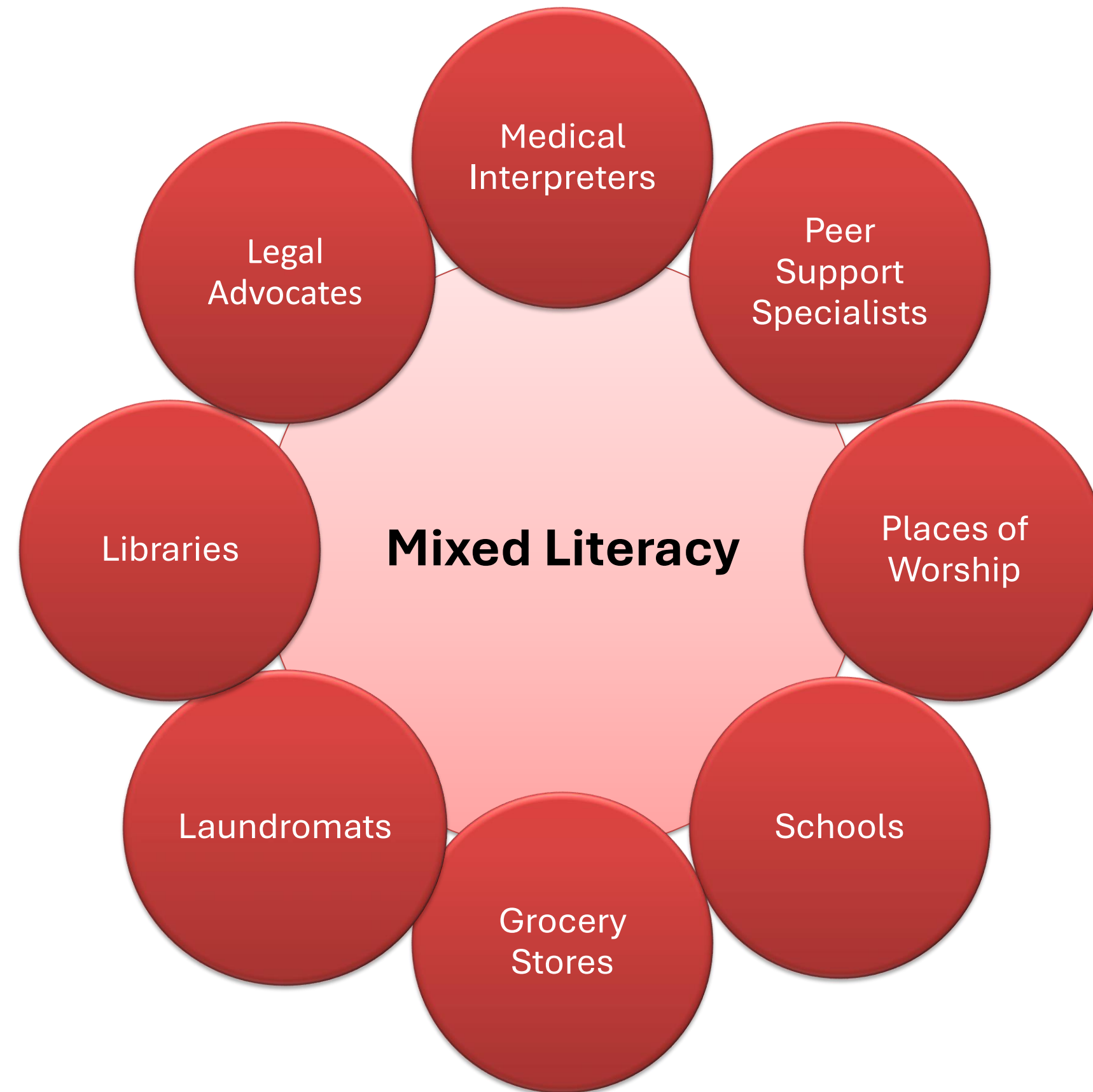












**LET'S BREAK 😊**

# Group Reflections

1

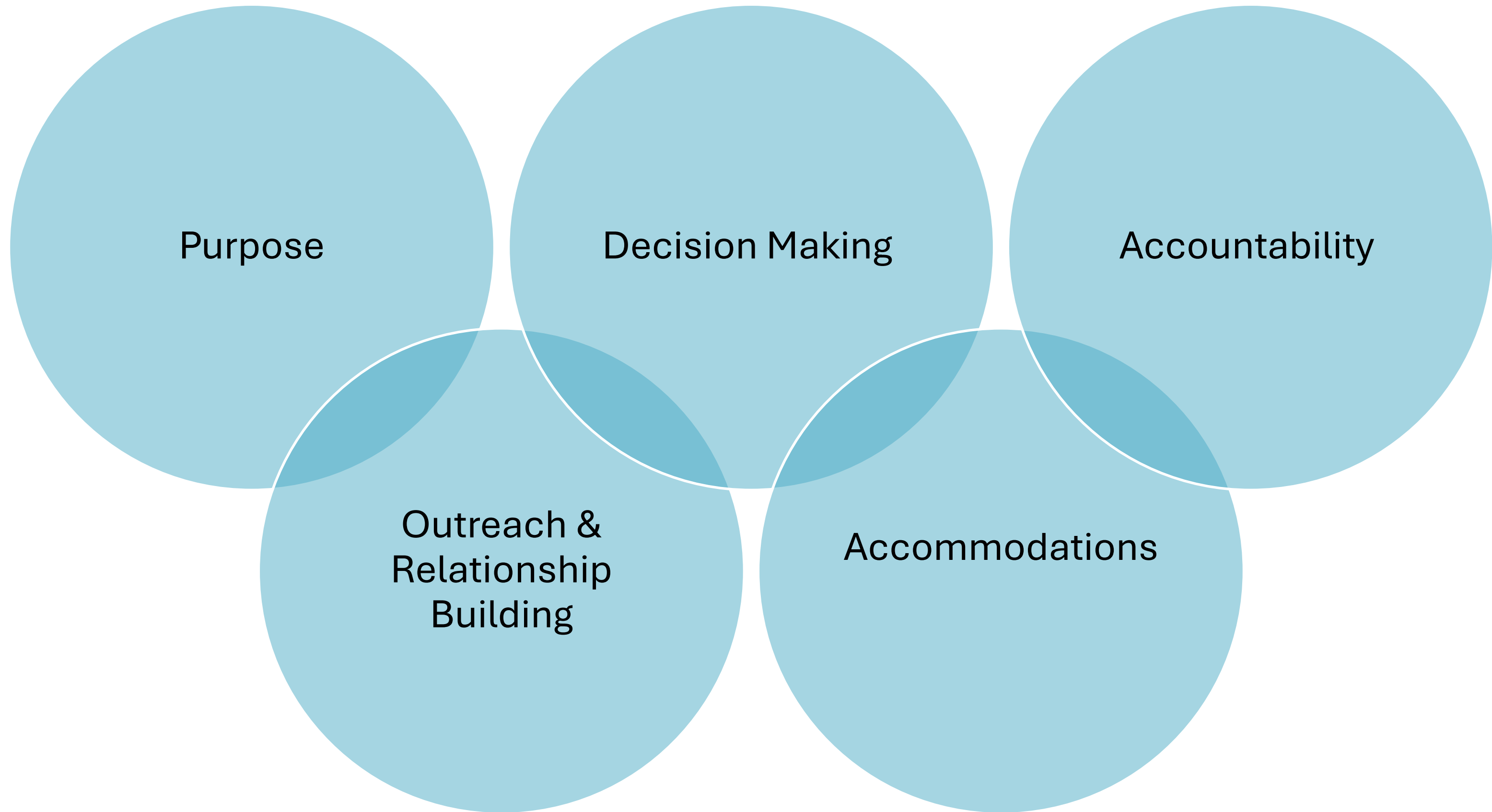
Based on today's group sharing, describe the outreach strategy that you believe is important. What does that strategy look like in your own words?

2

What do you believe will be the biggest hurdles to achieving real MassHealth member engagement? What suggestions do you have for overcoming these hurdles?



# MassHealth Reflections



**Q & A**

# What Does Engagement Mean to You?



# Post Meeting Survey

