



Public Stakeholder Session: Customer Service Experience

Executive Office of Health & Human
Services

May 8, 2015

Goals for today

- Review MassHealth Stakeholder Engagement Plan
- Set course for Customer Service Experience improvements
- Open Discussion
- Initial MassHealth Priority List
- Next Steps

Recap of last stakeholder meeting: our priorities for MassHealth

- **Improve customer service and member experience**
- **Fix eligibility systems and operational processes**
- **Improve population health and care coordination through payment reform** and value-based payment models
- **Improve integration of physical, behavioral health and LTSS care** across the Commonwealth
- **Scale innovative approaches for populations receiving long term services and supports**
- **Improve management of our existing programs** and spend

Restructuring MassHealth: principles of our approach

Person-centered	Focus on improving quality and member experience
Clinically appropriate	Ensure clinically sound design with close input from Massachusetts patients and providers
Appropriate by population	Account for varied member populations and providers (not a one-size-fits-all model)
Pragmatic	Identify solutions that can be implemented in a practical and timely manner
Data-based	Make design decisions based on facts and data
Financially Sustainable	Ensure improvements lead to a more cost effective and sustainable system

On April 6th, MassHealth began a series of discussions with stakeholders. We set out the following principles and topical areas:

- We are **committed to gathering input**
- We will be **holding sessions** across the state
- We invite you to **bring constructive ideas**:
 - Things we need to improve
 - Strategies we should consider
- After these sessions, **we will evaluate and share next steps on timelines/sequencing of work**
- We will **engage stakeholders as we begin to develop specific proposals**

Topical areas for input:

- **Member and provider experience**
- **Payment reform to improve population health and care coordination**
- **Integration of physical and behavioral health**
- **Approaches for improving care and sustainability for long term services and supports (LTSS)**

Member and provider experience: Priorities

- **Improve coordination between MassHealth and the Connector**
- **Evolve our customer service capabilities**
 - Reduced wait times
 - Right knowledge to support members
 - Increased automation to improve our workforce effectiveness
 - Customer satisfaction metrics
- **Maximize the use of technology**
 - Examples: web, telephone, email, text
 - Clear presentation of Actionable Content and reduced barriers to communication
 - More real-time response capability
- **Enhance access and service for people with disabilities**
 - Improved accessibility
- **Enhance our provider-facing customer service**
 - Improve business interfaces with providers
 - Meaningful partnership in delivering quality care to members

Improving coordination between MassHealth and the Connector

MassHealth and the Health Connector are focused on enhancing coordination to improve applicant/member experience.

- What should be put on the top of our list to change?
- How can we work together to make Open Enrollment for 2016 work better for applicants and those renewing coverage?
- What are the problems caused by having two different programs providing subsidized coverage?
- What should we do to make things easier, less confusing, and more responsive?

Evolving MassHealth's customer service capabilities

MassHealth seeks to measure and improve customer satisfaction by delivering accurate and timely support for members and establishing a set of public-facing metrics.

- What are the most important metrics we should manage by and publish?
- What is the best method to survey members?
- What areas cause the most concern regarding the accuracy of information being provided? Where is staff/customer service training most needed?
- What customer service functions are the least efficient/user-friendly (e.g. enrollment, transportation, eligibility, other)?

Maximizing the use of technology

MassHealth will enhance the use of technology to provide more usable information online, more opportunities for self-service, and better leverage of telephonic and electronic technologies.

- How can telephone options (i.e. Integrated Voice Response) be improved?
- What can we do to make the website a better tool for members?
- What functions could be accomplished with technology that we now rely on paper or phones to do?
- What online capabilities would you like to see?
- How should we use social media?

Enhancing access and service for people with disabilities

MassHealth seeks to meet the diverse information needs of members and ensure that people with disabilities have full access to all information and customer services.

- How can we facilitate identification of needed accommodations?
- What metrics should we use to make sure requests are being met?
- What technologies best help us meet the needs of persons with disabilities?
- Which customer service functions need the most attention from MassHealth to improve for persons with disabilities?

Enhancing customer service for providers

MassHealth seeks to be an efficient business partner with providers.

- What are the good and not-so-good aspects MassHealth's customer service to providers?
- What process improvements can we make to reduce administrative burden on providers?
- What service supports would make us better business partners?

Initial Thoughts: MassHealth customer service initiatives

Focus of the next six months*:

1. Online enrollment forms and electronic submission of plan selection
2. Website
 - revamping member information
 - providing more forms (accommodations/PT-1s/premium assist)
 - facilitating email submissions of forms, questions, etc.
 - accessibility and universal readability
3. Identify proofing changes to expedite and increase successful web access
4. Increasing face-to-face walk-in capabilities
5. Joint mixed household protocols with the Connector
6. Establish customer service metrics/implement satisfaction surveys
7. Improve provider revalidation process
8. Trainings for publications staff regarding ADA accessibility and health literary practices

*MassHealth is also looking at other customer service initiatives over the long term

Next steps and future engagement

- **Continue to gather input from stakeholder meetings**
 - Times/ locations can be found at www.mass.gov/hhs/masshealth-innovations
- **After stakeholder input meetings complete, we will**
 - Evaluate input
 - Share priorities and timelines
- **The timelines we develop will sequence various efforts**
 - Some things beginning now
 - Stagger other initiatives
- **We will be conducting significant stakeholder engagement once we begin working through more specific proposals**
 - Details to follow

Thank you

**Share feedback and pose questions
Sign up for mailing lists and invitations
MassHealth.Innovations@state.ma.us**

www.mass.gov/hhs/masshealth-innovations

Next Meeting:

Payment Reform

May 22, 2015

2:00-4:00

Transportation Building

Boston