



# Strengthening MassHealth Member Engagement

*July 2023*



# New MassHealth Member Advisory Committee (MAC)

- Meaningful member engagement is critical to understanding and addressing inequities and eliminating disparities in health and healthcare.
- Moving forward, MassHealth intends to strengthen efforts to engage more directly with MassHealth members to:
  - better understand members' experiences with the MassHealth program,
  - learn more about members' priorities, and
  - work together in developing and implementing programs and policies that ultimately improve access to care and health outcomes.
- As part of this work, MassHealth is excited to announce plans to form new Member Advisory Committee (MAC).
- This committee will be made up of current and/or previous MassHealth members, and may also include guardians, family members, or caregivers of current or previous members.
- Our goal is for committee membership to reflect the diverse ages, cultural, linguistic, community, racial, ethnic, health, disability, and gender identities, sexual orientations, experiences, geographical communities, and program participation of MassHealth members and their communities.

# Goals of the Member Advisory Committee



- Provide a stakeholder space that is just for members, where members feel comfortable sharing their ideas, perspectives, policy or program questions, and, if they choose, personal experiences, with MassHealth and each other
- Build trust between MassHealth and members
- Promote accountability and transparency
- Provide bi-directional learning opportunities on MassHealth programs and policies, and build MassHealth and member capacity and understanding
- Provide a direct, equitable pathway for MassHealth to engage members directly and seek member input on specific questions as may arise
- Scope: MassHealth anticipates working together with committee participants to address areas relevant to them rather than just focusing on pre-determined topics.

# MassHealth Is Seeking An Entity to Help Support Member Engagement Initiatives



- As phase one of these efforts, MassHealth is seeking an organization to help support the initial development and launch of this committee.
- This entity will help to ensure that committee membership reflects the full depth and breadth of MassHealth member identities and communities, and that its structure promotes meaningful, bi-directional engagement in a space where diverse participants feel supported, valued, and heard.
  - Working with a community-based organization or other experienced entity to create a committee was strongly recommended by stakeholders in response to the Member Engagement Request for Information (RFI) that MassHealth issued.
  - At the same time, we anticipate that support from this entity will be time-limited, through the initial launch, to enable MassHealth and the participant members to build direct relationships with one another moving forward.
- We also recognize that there is no one-size fits all model to engaging with our membership, and we are seeking additional assistance from this entity to help strengthen opportunities for members to engage with MassHealth along a spectrum of existing and potentially new stakeholder activities across the agency.

# Next Steps



- MassHealth has released a Request for Responses (RFR) to Provide Support on MassHealth Member Engagement Initiatives (BD-24-1039-EHS01-ASHWA-89778). The RFR can be accessed on CommBuys at:  
<https://www.commbuys.com/bsi/external/bidDetail.sdo?docId=BD-24-1039-EHS01-ASHWA-89778&external=true&parentUrl=close>, or by logging in at [www.commbuys.com](https://www.commbuys.com).
- We anticipate that information about the committee member application process will be released later this year, with the goal of officially launching the committee in the Spring of 2024.
- We will also ensure the committee is launched in line with CMS requirements in the recent proposed rule (“Medicaid Program: Ensuring Access to Medicaid Services,” 42 CFR 431.12).
- In addition, MassHealth will continue other existing forums for member and stakeholder input on specific topics, including, e.g., the One Care Implementation Council, the Delivery System Technical Advisory Committee (DSTAC) (formerly DSRIC), a Social Services Integration Workgroup (SSIWG), and the Medical Care Advisory Committee (MCAC).
- We will determine how the Member Advisory Committee will engage with these and/or other new and continuing stakeholder forums.