



OCO Overview: March – December 2014

The Implementation Council, March 13, 2015

OCO Outreach

OCO Presentations: 24

Number of individuals reached: 20,185

May

- Mass mailing to community based organizations – 300
- EOHHS mass mailing to enrolled One Care members – 18,000

August

- Chelsea Middle School – Students and Families – 1,000



OCO Outreach (continued)

September

- CHIPRA Back to School Press Conference Framingham – Latino - 70
- Abilities Expo Boston – 160
- Salvadoran Festival – (open to the public)
- Islamic Society of Boston Cultural Center Roxbury – 200

October

- ABCD + ILC, Hope Found and Main Spring Boston – 10
- Independent Living Center of North Shore/Cape Ann – 87
- One Care Birthday Celebration- Boston – 80
- Seniors Count, Commission of Affairs of the Elderly - Spanish, YouTube – 27 views (to-date)



OCO Outreach (continued)

November

- Seniors Count, Commission of Affairs of the Elderly - English, YouTube – 32 views (to-date)

December

- OCO Presentation ABCD Boston – 27
- OCO Presentation Pine Street Inn Boston - 192



Outreach Strategy

- **Identification of Organizations and Agencies**

Early in March, the OCO began compiling a statewide, cross disability list of over 300 community-based organizations, including:

- Asian organizations
- Centers for Independent Living
- GLBTQ organizations
- Homeless organizations in Boston, Worcester and Springfield
- Latino/Hispanic organizations
- Legal Service Organizations
- Massachusetts Community Health Centers
- Recovery Learning Communities
- State Agencies
- State Commissions on Disability
- State Disability Organizations

The list is updated monthly based on OCO presentations, field-based networking and follow-up calls.



Outreach Strategy (con't)

- **OCO Mass Mailing**

- In March, the OCO mailed OCO informational materials to a diverse range of organizations. This list reflects 350 community organizations and businesses statewide.

- **MassHealth Mass Mailing**

- In June, MassHealth conducted a mass mailing to approximately 18,000 One Care enrollees.

- **Networking**

- OCO staff engages in 'boots on the ground' outreach to a diverse range of community organizations in order to build relationships with community and health care organizations and to expand awareness of OCO services.



Outreach Strategy (con't)

- **Follow up Calls**

- OCO staff routinely conduct follow up calls with organizations on its community networking list in order to keep their OCO materials stocked and up-to-date, identify additional organizations which could benefit from an OCO presentation, and inquire about future OCO presentations in the event of staff turn-over.

- **Media**

- OCO staff have successfully secured participation in five public broadcast recordings regarding One Care/One Care Ombudsman Office.



Outreach **Activities**

- Start-up: Launched a website: <http://www.onecareombuds.org> and Facebook page, conducted a mass mailing to cross disability and health care organizations statewide, initiated a mass mailing through MassHealth to One Care enrollees.
- To address the need for increased community awareness regarding One Care and provide a context for OCO service presentations, the OCO and MassHealth One Care worked together to create a joint-presentation which describes One Care health services as a segue to understanding OCO services. To-date, two dual presentations have been conducted.



Outreach Activities (continued)

- Conducted outreach to over twenty community organizations including; Spanish speaking community groups, Asian community groups, CILs, GLBTQ and homeless organizations.
- HCFA's outreach staff responded to [more than] 100 requests for information regarding the program and its services in Spanish and Portuguese.



Outreach Activities (continued)

- In the fourth quarter (Oct-Dec) OCO conducted extensive outreach efforts in Central MA involving the ombudsman traveling to various organizations and businesses to present information regarding the One Care Ombudsman Office.
- OCO is in the process of creating a media tool targeting people with disabilities to inform them of their health care rights.



Cultural Competency

- All OCO staff are provided with disability cultural competence training as part of their HR orientation
- OCO provides translation services (requestor's language of preference, including ASL) for all OCO services and activities upon request.
- OCO provides print and Power Point materials in Spanish and the requestor's language of preference upon request.
- OCO has a dedicated Spanish Bilingual Ombudsman
- Two of OCO's three Ombudsman, including the Central/Western MA Ombudsman, are fluent in Spanish.



OCO Impact

- A frustrated member contemplated dis-enrolling. The OCO convened a conference call, followed up with an in-person meeting with multiple parties to clarify and address the member's issues and concerns. Subsequently the member reported satisfaction with their services and decided to remain enrolled.
- The OCO worked closely with a recently enrolled member who wanted to keep their provider. The OCO requested a single case exception from their One Care plan. OCO staff also provided basic information on One Care to their provider. The Enrollee was approved for a single case exception. Shortly afterwards, the member's provider joined the One Care plan's provider network.



OCO Impact (continued)

- A member experienced multiple failed attempts to obtain previous medical records related to a current health issue. The OCO worked with the member, Masshealth staff and the member's care coordinator to implement a successful plan to access the member's past medical records.
- A recently joined member was unable to access medication due to conflicting information between a plan and a pharmacy. The issue involved an administrative error which did not properly identify the member. OCO was able to resolve the issue within 24 hours.



OCO Impact (continued)

- A member's communication problems with their Care Team members resulted in multiple barriers to receiving health care and DME services. The OCO Office convened a mediation meeting with all parties attending to clarify and address issues, responsibilities and communication accommodation requirements.
- An auto-enrolled individual voiced concerns about ensuring their autonomy should they enroll in a One Care plan. Information and guidance was provided on the One Care model and philosophy which encourages individuals to guide their own health care decisions.



OCO Impact (continued)

- The OCO office continues to receive positive feedback from members who have used OCO to address their questions, concerns and complaints.
- One member stated that the OCO intervention model was unique which made them feel empowered. They felt the OCO helped have a voice and encouraged their ability to assess options and choose their outcomes.



OCO Services

- Beneficiaries Served – 289* total
- Inquiries – 261
- Complaints – 83

*Duplicated count as a single contact may involve both inquiries and complaints.



Themes

Health Care

- 8 Quality of Care Issues
- 4 Access to Benefits
- 3 Pharmacy Access/ Medication Availability
- 3 Network Adequacy and Limited Care Cases



Themes (continued)

Transportation

- 3 Transportation Reimbursement Claims
- 4 Transportation Services

Financial

- 6 Financial Reimbursement Claims
- 3 Insufficient Payment
- 3 Late Payment

