

Summary of Discussion from Duals Topical Work Group

Meeting Notes

Duals Topical Work Group on Notices

December 21, 2012

Corri Altman Moore, Director of Policy at MassHealth facilitated a discussion on six draft Duals Demonstration Notices to be sent to dual eligible individuals.

The following comments were made regarding each of the notices discussed. These notices will be sent by MassHealth to communicate with a specific audience of members about enrollment-related topics. They are one component of, and will be coordinated with, an overall member communication strategy that is currently under development.

Initial Mailing – Self Selection

Audience: Individuals eligible to enroll in the Duals Demonstration

- MassHealth noted that this notice will be mailed with a member enrollment guide that will provide more details about an individual's options.
- There was a suggestion supported by several workgroup participants that letterhead used for all notices should include both MassHealth and CMS logos.
- The first line should begin: "You are receiving this because....."
- Concern was expressed over the language used to refer to Integrated Care Organizations (ICOs) in paragraph 1. It was suggested that the second sentence be rephrased to make clear that six entities are considered ICOs. One suggestion was to list the health plan/entity names.
- Suggestion to include a link to more information on each plan online, such as link to each health plan with more information on the service they will cover and the current providers in their network.
- ICOs should be encouraged to include only pertinent information on the website/link.
- Attendees commented on the MassHealth Customer Service Center phone line offered in the notice:
 - Individuals with certain disabilities such as a brain injury may not be able to stay on hold for extended periods of time. It was suggested a call back option be provided if a wait time is experienced.
 - Questions to the call center should be filtered.
 - TTY for individuals who are deaf or hard of hearing is considered old technology. Video Relay should be considered. Also, the letter should not state that "people who are deaf, hard of hearing, or speech disabled **should** call the TTY number." This should just be an option for individuals who prefer to use TTY technology.
 - It is not clear whether the phone number included is for MassHealth or an ICO.
 - Perhaps a 'Johnson box' and footnote with the phone number should be included.
- The new services that an ICO may offer enrollees should be clear throughout the document. Currently only availability of dental coverage is evident. Example: Availability of certified peer specialists.
- Continuity of care should be emphasized.
- A suggestion was made to consider creating duals target population specific notices.
- What individuals should do next should be clearly labeled, 'Next Steps' and bulleted.
- Letter headings could be phrased as questions.

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- Logos of each ICO should be included to make each entity more recognizable.
- MassHealth noted that though the first phase is a 'self selection' phase, a passive enrollment phase will follow. The timeline for self-selection and passive enrollment should be included.
- The option to opt out of the demonstration should be included in the letter.
- It was suggested that self selection submissions be available online and through a mail-in process rather than only via phone.
- One attendee suggested sending out a small batch of letters to test the process.
- PACE information should be prominent and talked about equally with the ICO option in the cover letter.

Member Reminder Letter

Audience: individuals who do not respond to the Initial Self-Selection letter

- Envelope for second letter should read "Second Notice"
- Letters should include an insert on the interpreter services available and this list should include ASL.

Member Confirmation Letter

Audience: Individuals who self-select and successfully enroll in an ICO

- It was suggested the letter begin with "You have been enrolled in [Provider Name]" with the provider's logo included.
- Followed by: "Your new health plan is an integrated care organization....."
- The introductory paragraph should be clear that enrollment in the ICO was the enrollee's choice.
- More clarification should be provided on the continuity of care that will be available under ICOs and that an individual's current services will be available for 90 days after enrollment.
- In paragraph two, the term "several days" may not be accurate, as it may take longer for individuals to receive their letter.
- A section on next steps with accompanying bullets should be included. Example: 'XX will call within XX days'
- Last line of last paragraph may read better as "Any changes will start in the month following your *phone* call."

Member Unsuccessful Enrollment Letter

Audience: Individuals whose attempt to enroll in an ICO is unsuccessful

- MassHealth noted that unsuccessful enrollment notice refers to unsuccessful enrollment rather than ineligibility.
- It was suggested that consistent language be used for the terms 'apply', 'enroll', and 'choose' such as in the first line of the letter.
- Concern was expressed over the MassHealth Customer Service Center not being able to answer questions regarding Medicare eligibility/information that may be stated in notice. It was suggested the consumers be able to inquire about both Medicare and MassHealth eligibility through one phone line.
- Phone number provided should be for Medicare customer service instead of MassHealth customer service.
- Notice should include bulleted action items written in easy to understand, assertive language.
- The letter should include more information about what information is needed/incorrect in regards to Medicare or MassHealth to correct the problem, if possible.

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- The term “You’ll continue to get your MassHealth and Medicare benefits” should be changed to “If your eligibility is the same, you’ll continue to get”
- Prefer “wrong” instead of “incorrect” in last paragraph.
- Suggested that call center have the capability for an individual to call back without a long wait time if additional information or paperwork is needed.
- At the bottom of the notice under “Important Phone Numbers,” the TTY phone numbers should be on the same line as the customer service center number.

Member Disenrollment Letter

Audience: Individuals who are disenrolled from an ICO because they lose Medicare

- The phrase “Your healthcare is changing” is too soft.
- Letter is too wordy.
- It was noted that losing Medicare Part A is an unlikely situation.
- Remove phrase: “if you haven’t already done so” in last paragraph.
- Clarification was requested on the timing of the distribution of the Disenrollment letter. Individuals lose Medicare benefits on the last day of each month.
- More clear messaging on the incorporation of Medicare Part D benefits in ICO plans is needed. If individuals select a separate Part D plan they will lose Demonstration eligibility.

Additional Comments

- Brain Injury Association would like to be considered as a partner in the new SHINE grant opportunity for training
- Kickoff event for ICO selection, an ICO Fair, suggested as an opportunity for consumers to meet and ask questions of ICO representatives.

Next Meeting: January 7th 2013 1-3pm

Transportation Building, 10 Park Plaza, Boston MA