

Meeting Notes
Duals Topical Work Group on Notices
January 7, 2013

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. Mailings will come from MassHealth, Centers for Medicare and Medicaid Services (CMS) and the Integrated Care Organizations (ICOs) and will be coordinated in conjunction with a broader outreach strategy to dual eligible individuals and providers that is currently under development.

1) Member Cover Letter - Auto-Assignment

Audience: Individuals who are going to be auto-assigned into an ICO

- Several members of the workgroup suggested mailing a heads-up postcard prior to the mailing of the auto-assignment cover letters.
 - One suggestion for post card text: “Unless you opt out your healthcare will change.”
 - It was suggested that the SHINE program and other resources such as Independent Living Centers be included on postcards as references to individuals with questions on their options.
 - A privacy concern was raised about including this type of information in a postcard.
- An attendee noted that too much information may be covered in this notice and that the notice should provide individuals with opportunities to access more information on the ICOs and their options.
- MassHealth clarified that this would be a second notice sent to members who had not elected to opt in to the demonstration during the first phase.
- An attendee suggested the reading level of the document be assessed as it seemed higher than a 5th grade level.
- The two notice headers “You have new health coverage options” and “You’re being enrolled in a new plan” appear contradictory.
- Call-out box on top of page should include ‘...unless you less opt out of your healthcare change/select another option.’
- Several attendees inquired about the timing of the notice mailings. MassHealth clarified that ICOs will begin their marketing campaigns in May when final contracts have been signed and the broad public awareness campaign will begin April.
- It is not clearly stated that ICOs are managed care organizations with networks of providers.
- Several participants suggested that the options in regards to ICO enrollment should be listed first before the examples of benefits that may be provided by the new ICOs.
- A question was asked about what languages notices would be translated into and sent in. MassHealth stated that notices will be sent primarily in English, although where alternate primary language information is available for members, notices may be sent to those members if the language meets a prevalence threshold. MassHealth plans to include a Babel card in each mailing stating in various languages that the enclosed document is important and should be translated.
 - An attendee suggested that the phone number included on the Babel card should link individuals directly to someone who can translate the document.

- An attendee noted that the benefits for the program should be removed from this notice and included in earlier information.

2) Member Reminder Letter Auto-Assignment –*To be sent 3-4 weeks after initial Auto-Assign notice*

Audience: Individuals who are going to be auto-assigned to an ICO and who don't reply to first mailing

- Paragraph beginning with “To improve your health....” should include individuals’ options for opting out or selecting a different ICO.
- Members should be referred to one customer service line to either opt out or to request enrollment in a different ICO.

3) Member Confirmation Notice - Auto-Assignment - *Notice will be sent on the first of every month when enrollment becomes effective*

Audience: Individuals who have been auto-assigned to an ICO

- It was suggested that the language used in the confirmation notice extend from the language used in the previous notices, i.e. ‘this is confirmation that you are now enrolled in a new health plan.’
- Notice should include options to opt out or change ICOs
- It was noted that members do not have many options under the header “What should I do now?”
- It was noted that the notices will be sent within a short timeframe and therefore individuals who choose to opt out of an ICO or select a new ICO close to the October 1 deadline may receive mailings for their originally assigned ICO.

4) Member Disenrollment Letter – Loss of Eligibility

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

- An attendee asked if the loss of eligibility notice would replace a notice from MassHealth indicating their eligibility has ended.
 - The suggestion was made that separate letters indicating MassHealth and ICO coverage ending be sent in the same envelope.
- It was suggested that ICOs be listed as a resource in the Disenrollment notice. Care Coordinators working with ICOs could assist members with understanding why they have lost their eligibility and/or help fix the problem with eligibility.
 - A participant noted this may be against current MassHealth policies as this could be considered marketing by the ICO.

5) Member Disenrollment Letter – Other Insurance

Audience: Individuals who are disenrolled from an ICO because they have other insurance

- It was suggested that the Third Party Liability be referenced in the first paragraph if possible.
- Examples of “other insurance” should be provided.

Additional Comments

- Massachusetts Disability agencies hold a conference each June. It was suggested that the conference may be an opportunity to share information on the Duals Demonstration and ICOs with other State agencies and their members.
- MassHealth noted that copies of generic versions of the enrollment change form could be made available on their website.

- It was suggested that a Frequently Asked Questions document be sent out with each notice providing more information on ICOs and the individuals' options to select new plans or opt out of the plan they are being assigned.
- An attendee noted that four parallel outreach efforts will be conducted within the same timeframe and noted that it would be useful to coordinate the timeline of these efforts
 - Notices from MassHealth and CMS
 - SHINE Counseling
 - Public Awareness campaign by marketing firm
 - ICO-specific marketing
- An enrollment form will be included in the Auto-Assignment Cover Letter notices sent to members, giving members an additional way to respond besides calling the MassHealth Customer Service line.
- It was noted that different age groups may prefer different modes of communication such as websites, customer services lines, and hard copy mailings, to learn more about ICOs.
- It may be confusing to have both Medicare and MassHealth numbers to call with questions. It was recommended that the Medicare phone number be removed from the body of the notices but kept in the footer.
- Notice envelopes should indicate that the notice is important with label such as 'Action Required' or 'Important'.
- An attendee requested that the Notice Inventory Sheet include two additional columns: one for approximate dates the notice will be sent and one for the date individuals will need to respond by.

Next Meeting: January 16th 2013 2-4pm
 1 Ashburton Place, 21st Floor, Rms. 1 & 2
 Boston MA