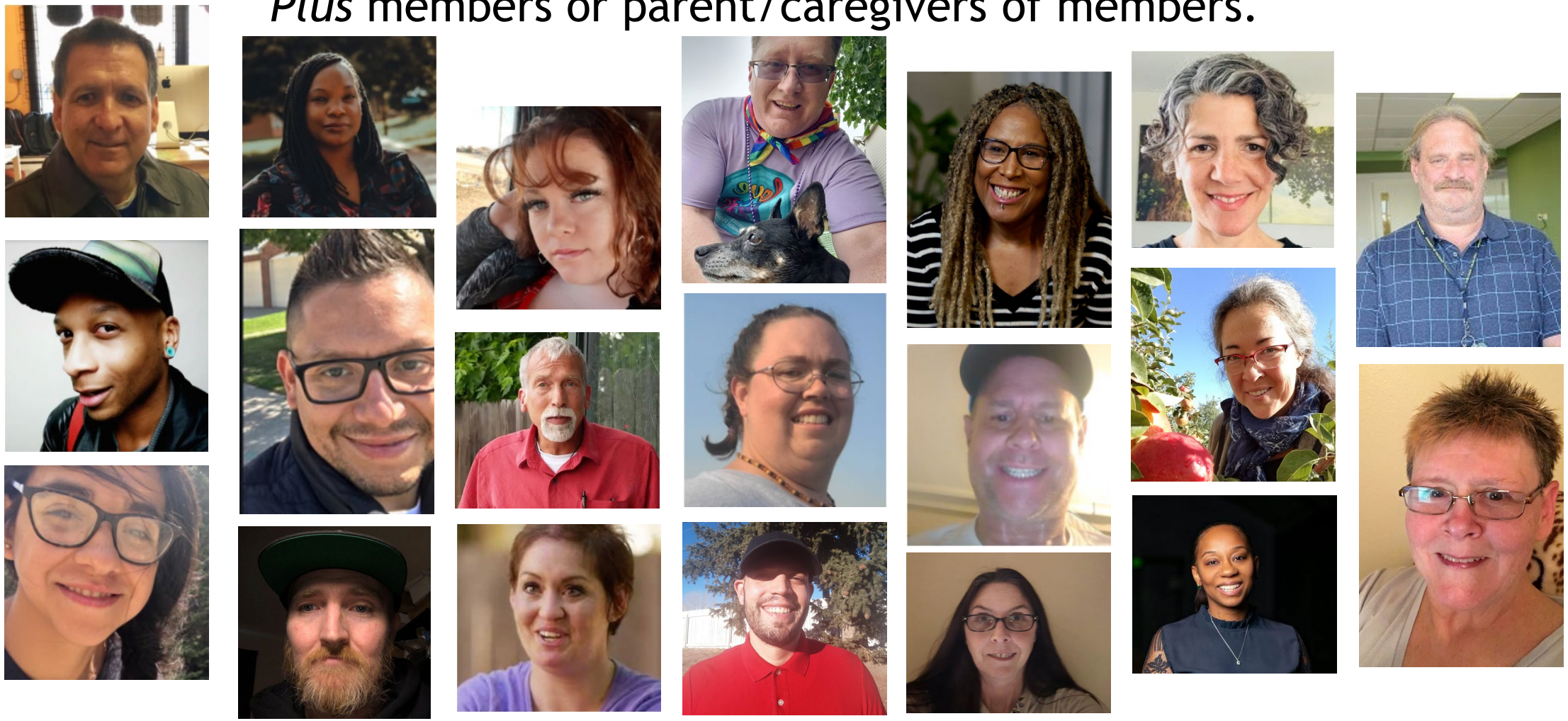
Member Experience

Listening at all Levels

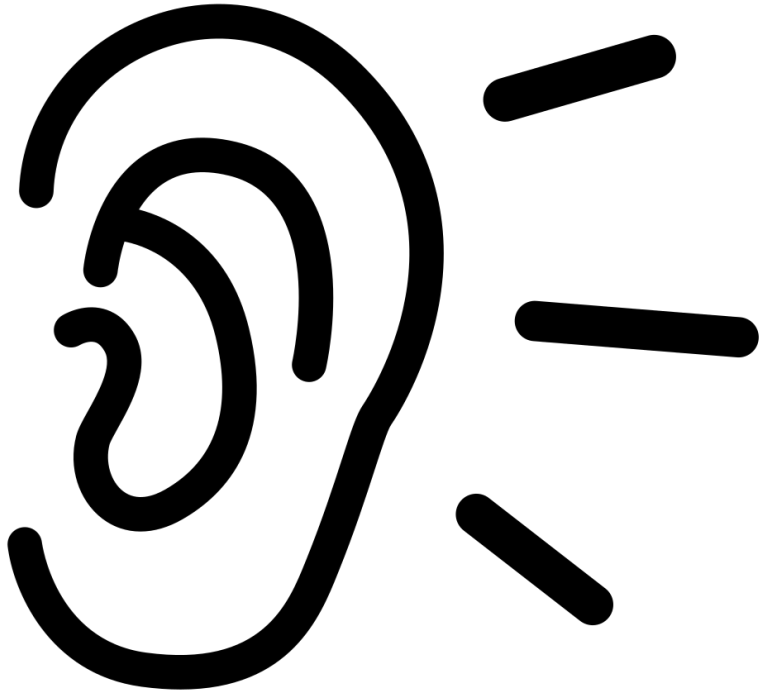
Presented by:
Sarah Eaton, Deputy Client Officer and
Brent Pike, MEAC member 2019-2021, PMME member (current)

Member Experience Advisory Council

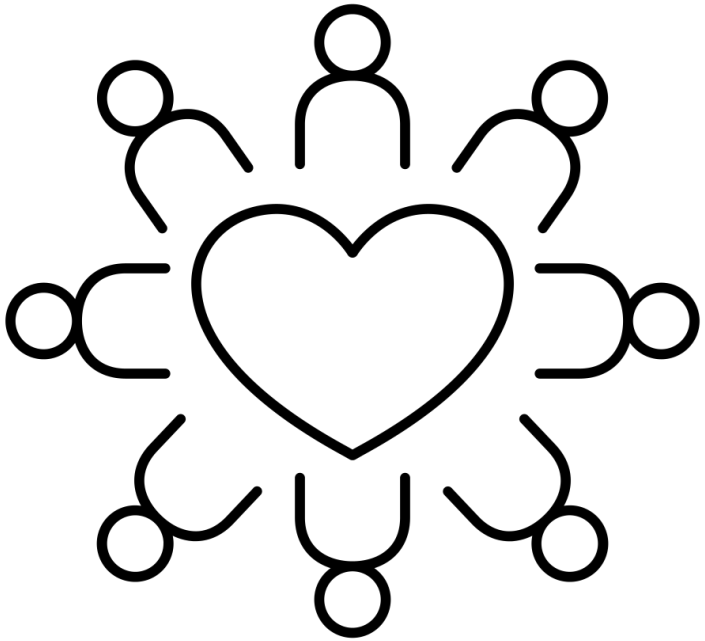
Helps shape major initiatives. Current Health First Colorado or Child Health Plan *Plus* members or parent/caregivers of members.



Listening At All Levels



Recruitment



Community connections, Managed Care Orgs, FQHCs, counties, etc.

You Can Make a Difference!

The Member Experience Advisory Council for Health First Colorado and Child Health Plan Plus (CHP+) makes these programs better for members. Members like you share their experience, perspective and real-world knowledge to help us improve.

"Meeting after meeting it's great to feel like our opinions matter. We're asked our opinions and we get to see things changing."
– Andrea, Advisory Council member

What's in it for you?

- Meals and parking provided
- Travel reimbursements
- Gift cards for participation
- Results. You improve the experiences of fellow members.

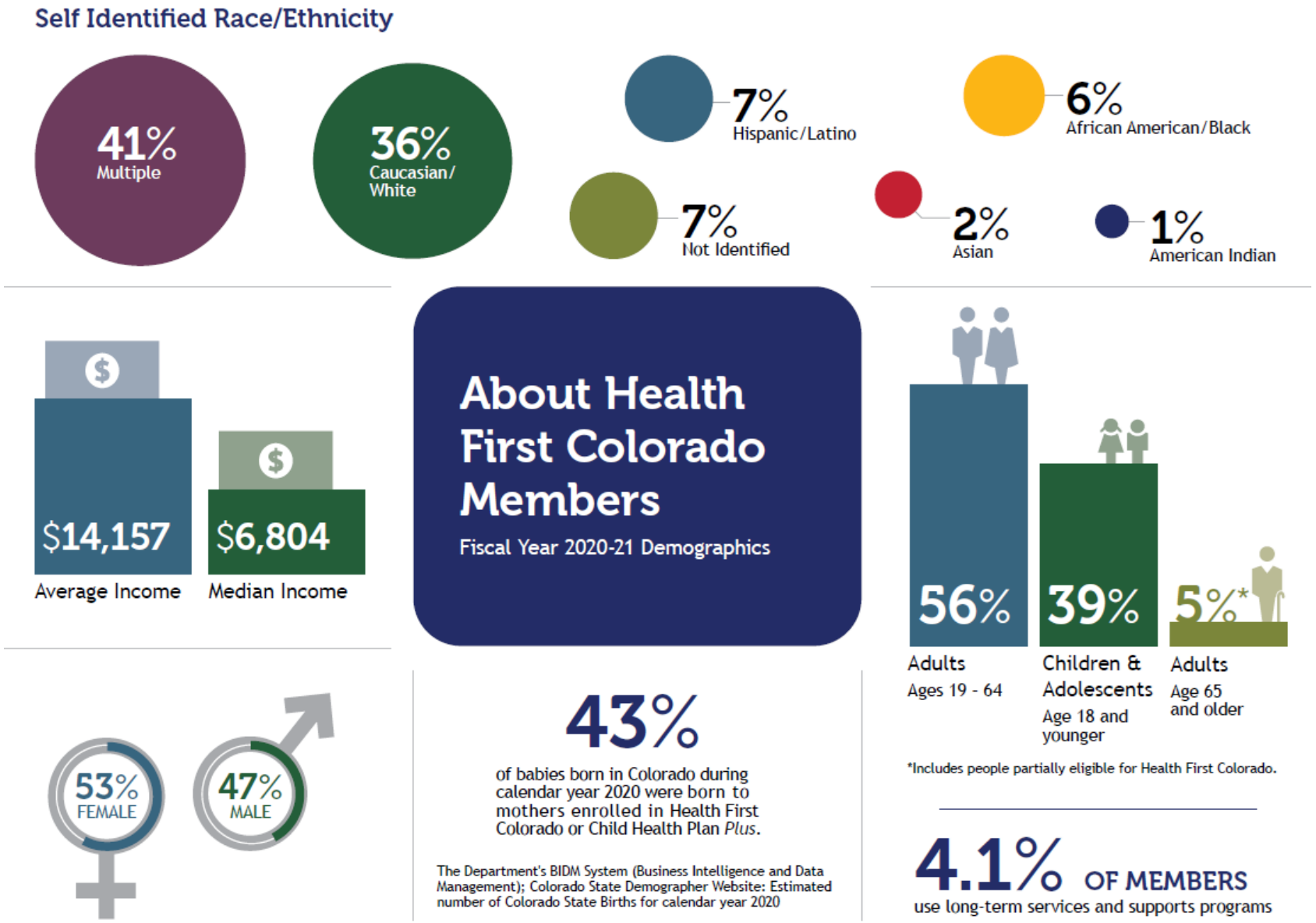
More information is on our website CO.gov/HCPF/MEAC.

Apply Now

Sample email blast

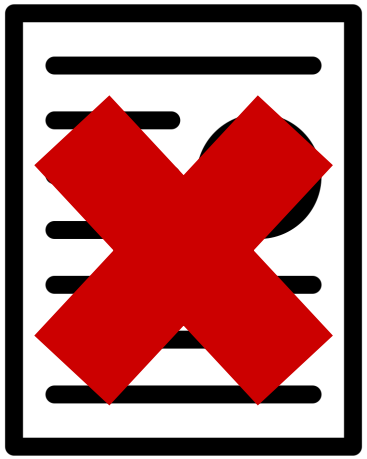
Demographics

- Recruit to align with state demographics as much as possible
- Equity: Skew toward involving groups who haven't traditionally engaged



Application

Keep it simple | Look for lived experience



Don’t ask or resumes or references

Trust & Confidentiality

Current Perspectives

Members and Parents/Caregivers of members only.

Term limit

Aid Code/Program

- MAGI
- Non-MAGI
- CHP+
- Buy-In Programs
- Long-Term Services and Supports & Waiver participants
- Parents of children with disabilities

50% of MEAC members identify as having a disability

Race/Ethnicity & Language

- 55% White/44% Non-White
- English as a Second Language
- Immigrants from other countries

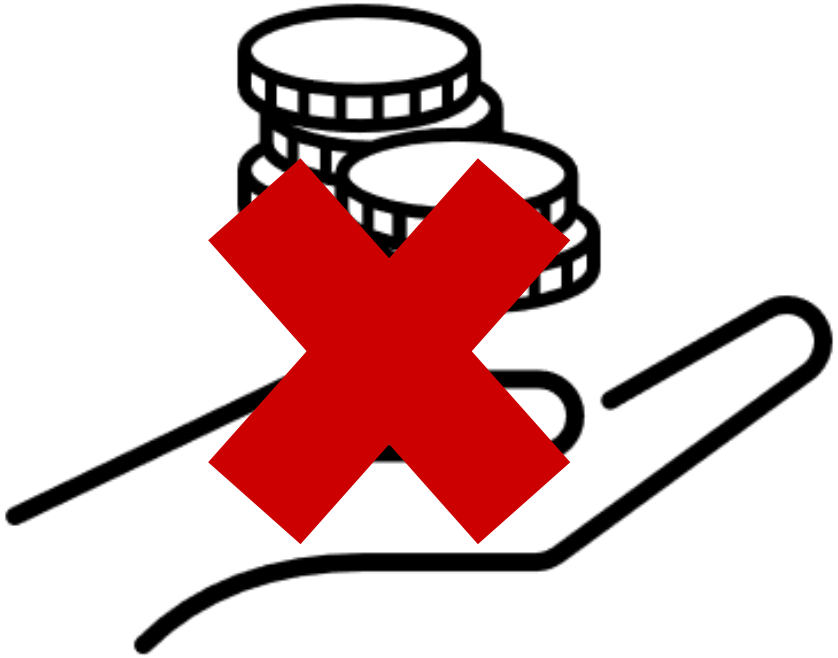
Lived experience

- Assisted Living residents
- Autism
- Behavioral health diagnosis
- Deaf Community
- HIV/AIDS
- LGBTQ+
- Trauma survivors
- Traumatic Brain Injury survivors

Geography

- Frontier
- Rural
- Urban

Relationships



Transactional

Transformational

Safe Space Practices

- Be proactive about individual accommodations
- Get to know me with interesting icebreakers
  - *If you had a magic wand, what would you change about your health care experience?*
- Land and Labor Acknowledgements
- Moment of Zen
- Use thought-provoking interactive activities like polls and small group breakout rooms to help create dialogue, connection and safety
- Maintain confidentiality
- Close the loop on feedback and individual issues
- Talk about how the meeting went while in the meeting
  - *Rose, Thorn, Unicorn*

Members Drive Agenda Topics

- What's Working/What's Not Working
  - in your health care in the last 30 days
- Correspondence & Communications
  - Slate of questions used on most letters
  - Mainly gauging readability & understandability
- Member Journey Map
  - Documents process members go through
- Member Onboarding Journey

★ Proactive
★ Trauma-informed
★ Address fears

Recent Topics

- Member onboarding
- Member complaint process
- Member correspondence
- End of PHE member-facing communication plan
- Prenatal and maternal health program changes rollout

Before MEAC

STATE OF COLORADO

TO :

FROM :

DATE :

Starting October 1, 2013, changes in Federal law require Colorado to ask additional questions about you and your family. We have identified that you have not provided the information required as of October 1, 2013.

Instructions: Please complete the questions below for yourself, your spouse/partner, and children who live with you and/or anyone on your same federal income tax return if you file one. If you don't file a tax return, remember to still add family members who live with you. Use More Paper if Necessary.

Send this letter back to the person and address listed above or you can enter the information on PEAK Redetermination at Colorado.gov/PEAK.

You must respond by no later than

Do You Plan to File a Federal Income Tax Return NEXT YEAR?	☐ Yes If yes, answer questions 1-3 ☐ No If no, answer question 3	*You can still apply for Health First Colorado (Colorado's Medicaid Program), or health insurance even if you do not file a federal income tax return.*
1. Will you file jointly with a spouse?	☐ Yes If yes, please list full legal name of spouse ☐ No	
2. Will you claim any dependents on your tax return?	☐ Yes If yes, list full legal name of dependents ☐ No	
3. Will you be claimed as a dependent on someone's tax return?	☐ Yes If yes, list full legal name of the tax filer ☐ No How are you related to the tax filer?	

Request Tax Filer Information3_RN

After MEAC

Health First COLORADO
Colorado's Medicaid Program

Date: [MONTH] [DAY], [YEAR] Case ID: [CASEID]

We need more information about your taxes

Dear [Member_Name],

Please complete the questions below for yourself and anyone on your federal income tax return if you file one. If you don't file a tax return, be sure to answer the questions for you, your spouse if you're married, and your tax dependents. Tax dependents are people you can claim as a dependent on a federal tax return.

Action Needed

Please complete the form that came with this letter and provide to your county or online by **[v_10_BusinessDaysPlus_5_CalendarDays]**:

- By **Mail** or **in person**

[v_County_Site_Name]

[v_County_Site_Address_Line1]

[v_County_Site_Address_Line2]

- **Fax**: [insert fax number]
- **Online:** Log in to your account at CO.gov/PEAK. To upload copies of documents, go to the top navigation and choose 'More' then 'Upload document.' If you do not have a PEAK account, you can create one.

Questions?

Call **[v_County_Site_Name]** at **[v_County_Tel_Number]** (State Relay: 711).

You can also check and manage your benefits online or on our free app.

- **Colorado PEAK**. Visit CO.gov/PEAK to manage your state of Colorado benefits online
- **Health First Colorado app**. Make an account at CO.gov/PEAK and then download the free Health First Colorado app to manage your health care coverage benefits.

Value Members' Time

- Everyone's time has value
- Gift cards for participation
  - Counts as income for eligibility and taxes
- Reimbursements for travel expenses, including hotel stay for those traveling longer distances
- Childcare reimbursement
- Breakfast and lunch (in person meetings only)
- Professional development & training
- Letters of reference

Possible Pitfalls

- Answering every question
- Presenting “at” them
- Being defensive
- Shutting conversation down by sharing challenges and barriers to their ideas

Members Have Ownership

Follow up on meeting evaluations to make sure you're using plain language & no jargon, how members felt about their own participation, etc.

How satisfied were you with…

- the meeting overall?
- your own participation in this meeting?
- the amount of time for discussion?
- feeling like your input mattered? how much you learned?

Did the facilitator(s) and presenters use plain language (no jargon) and explain things so you could understand?

- scale of 1-5 (never->always)

Commit to improving!

Health First Colorado Customer Experience Map

Guiding Principles

- Applying for health insurance is fast and easy.
- Facts on my health coverage are easy to find and understand.
- Knowing and getting the right health care service is simple.
- People value respectful, personable and empowering service.

Customer Journey

STAGES	Applying for Coverage	Learning Covered Benefits	Choosing a Plan/ Finding a Provider	Scheduling a Visit	Seeing a Provider	Working on Health Goals
DOING						
THINKING	How much money can I make? Did I mess this up? How long before I can get an appointment? Will they be rude to me?					
FEELING						

MEAC & PMME Partnership

Provider experience:

- cultural competency
- privacy
- respect/stigma

What else?

Provider access in rural areas

Provider search (may be part of ACC 3.0)

Projects Inspired by MEAC

Transforming for a better tomorrow

Helping Coloradans

Health First Colorado helps Jessica feel confident and self-sufficient.

When baby Maddie was diagnosed with Pitts-Hopkins syndrome, Health First Colorado was there to get her personalized care. Maddie recently graduated from kindergarten.

Stephan was born more than three months early. He is growing and thriving with the help of his family and Health First Colorado.

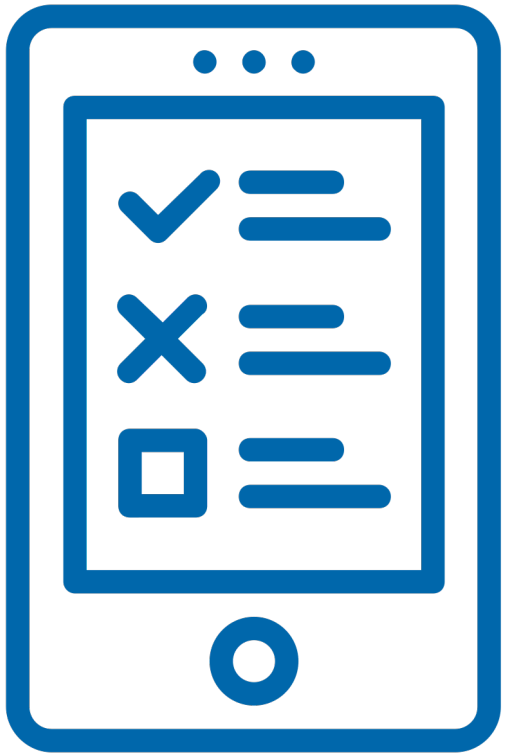
Hear members tell their own stories on our YouTube Channel

Community-Based Organization (CBO) Ambassador Program

- Purpose: understand communication needs and evaluate readability in Spanish and Vietnamese
- 10 CBOs serving Spanish and Vietnamese-speaking population across Colorado
- Train the trainer model with CBO staff AND community participants
- Stipends for CBO and participants

Online Survey & Customer Insight Platform

- Multi-language
- Track demographics
- Multiple activities, not just surveys
- Community feel
- Integrate gift cards
- Automate analysis and reporting



Resources

Recruiting, Retaining & Sustaining Diverse Advisors in Colorado's Medicaid Program:

Listening at all Levels

Colorado is achieving a more equitable and accessible Health First Colorado (Colorado's Medicaid program) through its Member Experience Advisory Council (MEAC) by recruiting a diverse demographic, removing barriers to participation, and creating trusted partnerships. Continuity and commitment are realized because members see their feedback implemented.

Health First COLORADO
Colorado's Medicaid Program

RECRUIT: Apply innovative methods to community or patient & family engagement.

Recruit people who don't already have comprehensive knowledge of the programs, policies and structure, and instead bring their own lived experience.

- ☐ Evaluate your community, clients, or state population and recruit to match demographics.
- ☐ Go into the community and partner with community organizations to connect with hard-to-reach populations.
- ☐ Remove hierarchy, starting with a thoughtful and informal interview process that is mutually beneficial. You're interviewing each other!
- ☐ Remove barriers to participation. Provide language services, food, travel and parking assistance, gift cards, etc. Be creative and flexible.
- ☐ Provide thoughtful onboarding. Let members know what to expect ahead of time and keep lines of communication open for questions.
- ☐ See our example of recruitment messaging in plain language and let people know what's in it for them.

COLORADO Department of Health Care Policy & Financing

"When I come in this building, I never feel like I'm less than, I never feel like I'm different. We are important to them."

Jasmine
MEAC member since January 2018

Video: Jasmine's Member Experience

RETAIN

note of changes for the future.

icebreakers to help people get to know each other. Highlight what group members have in common to help create a sense of working together for one goal.

COLORADO Department of Health Care Policy & Financing

...cil members have:

feedback on 7 Topics

forth by
...ternal
...aff and
...xternal
...ganizations

Presented at
2 National Conferences

Received
1 2018 Colorado Health Care Communicators award

Andrea
MEAC member 2016-2018

...ideo: Andrea and Her Family's Story

RECRUIT SUSTAIN

...of experience
...ign of programs,
...e more person-
...ly when there is
...ers and staff.

...xperience Advisory Council

Steve
MEAC member since March 2018

...s Member Experience

RETAIN

Visit colorado.gov/hcpf/meac for the latest news on the Council or contact us via email: feedback@healthfirstcolorado.com

COLORADO Department of Health Care Policy & Financing

Resources - Coming Soon!

- Toolkit for testing communications with members
- Toolkit for engaging hard to reach communities

Contact Info

Sarah Eaton
Deputy Client Officer
sarah.eaton@state.co.us

https://hcpf.colorado.gov/meac