



***Florida Medicaid Reform  
Meeting for Health Plans***

***Duval County***

***June 27, 2006***





# *Update on Florida Medicaid Reform*

*Thomas W. Arnold*

*Deputy Secretary for Florida Medicaid*





# *Enhanced Benefits Panel*

*Michele Hudson*

*Agency for Health Care Administration*



# *Enhanced Benefits*

- ❖ *A pool of funds is set aside to encourage recipients to engage in “Healthy Behaviors.”*
- ❖ *Individual Medicaid recipients earn access to “credit” dollars from the pool by completing defined healthy practices and / or behaviors.*
- ❖ *Once credits are earned, they may be used to purchase health-related services and products, at participating pharmacies.*
- ❖ *Recipients use their Medicaid card to purchase items.*
- ❖ *Earned credits may be used for up to three years following cessation of Medicaid eligibility.*

# *Enhanced Benefits Advisory Panel*

- ❖ *An enhanced benefits advisory panel was formed to make recommendations regarding:*
  - *Which healthy behaviors should be rewarded through the program.*
  - *Which health related products and supplies should be available for purchase through the program.*
- ❖ *The enhanced benefit panel is made up of seven members:*
  - *One Chair.*
  - *Three Medical Representatives.*
  - *One Fraud and Abuse.*
  - *One Provider Advocate.*
  - *One Patient Advocate (beneficiary).*

# *Enhanced Benefits Panel Meetings*

- ❖ *May 3, 2006:  
Adopted the Charter that will govern the Panel.*
- ❖ *May 22, 2006:  
Approved the Healthy Behaviors for earning credits and the Over the Counter items which may be purchased with the credits.*
- ❖ *June 12, 2006:  
Recommended the dollar “credits” for each Healthy Behavior.*

# *Enhanced Benefits Panel Next Steps*

- ❖ *Upcoming responsibilities of the Enhanced Benefits team and Advisory Panel include the following:*
  - *Determine potential subject matter experts that can offer insight in the advisory function of the Panel.*
  - *Analyze utilization data to determine the dollar credit values for each Healthy Behavior.*
  - *Consider necessary implications to creating effective transfer of credits through the claim/purchase process.*
  - *Update healthy behavior activities and purchasing ability to maximize participation in preventive activities.*



***Review List of Healthy  
Behaviors and Approved  
Items to Purchase***







# *Florida Medicaid Reform Choice Counseling Overview*

*Lisa Broward  
Field Office Manager  
Medicaid Area 4*



# *What Will Change With Reform?*

- ❖ *Comprehensive choice counseling.*
- ❖ *Education needs will change:*
  - *Recipients will need to understand differences between benefit packages.*
  - *Information on opting out of a Medicaid plan to employer's insurance.*
- ❖ *New eligibles will receive only emergency services until they enroll or are assigned to a plan.*

# *Choice Counseling Vendor Requirements*

- ❖ *Ensure the choice counseling process and related material are designed to provide counseling through face-to-face interaction, by telephone, in writing and through other forms of relevant media.*
- ❖ *Provide flexibility in approach to effectively reach all Medicaid populations.*
- ❖ *Require the contractor to hire choice counselors who are representative of the state's diverse population and to train choice counselors in working with culturally diverse populations.*
- ❖ *Promote health literacy and provide information to reduce minority health disparities throughout outreach activities for Medicaid recipients.*

# *The ACS/AHCA Vision for Choice Counseling*

- ❖ *Comprehensive choice counseling program to assist beneficiaries in making an important choice:*
  - *Strong face-to-face component.*
  - *Involvement of sister agencies and community organizations.*
- ❖ *Several modalities to effectively reach individuals:*
  - *Mail.*
  - *Outbound and inbound calls.*
  - *Group and individual face-to-face sessions.*
  - *Informational website.*

# *Enrollment Timeline for Current Medicaid Beneficiaries*

- ❖ *Overall, a 7 month phase in beginning September 1, 2006.*
  - *Uncommitted MediPass Population - phased in over 7 months (1/2 in September 2006, then 1/6th in each of the next six months).*
  - *PSN Population - phased in evenly over 3 months, beginning October 2006.*
  - *HMO Population - phased in 1/12th of their enrolled population for 3 months, starting in October then 1/4th each month, beginning January 2007.*



# *Florida Medicaid Reform Choice Counseling ACS Component*

**Scott Ettero**

**ACS**



# *Florida Medicaid Reform Choice Counseling*

- ❖ *“Today we move forward with the development of counseling services that will empower Medicaid participants with the information necessary to make a choice in the types of plans and the methods of accessing services. The choices available to them will be meaningful because they’ll have the resources available to make prudent choices about their unique health care needs.”*

*A quote from Alan Levine, AHCA Secretary*

# *Florida Medicaid Reform Choice Counseling (continued)*

## **Emphasis on Community Outreach**

*Our goal is to provide unbiased health plan information in an effective and understandable way to ensure that each enrollee makes an informed choice about their health care and select a plan that best meets their needs. To this end, it is ACS State Healthcare's intention to partner with trusted community-based organizations to assist in education and outreach to ensure local involvement in providing information that is responsive to the needs of area Medicaid recipients.*



# *Florida Medicaid Reform Choice Counseling (continued)*

## *Teaming with State and Local Stakeholders:*

- ❖ *Community Based Organizations.*
- ❖ *Faith Based Organizations.*
- ❖ *Health Planning Councils.*
- ❖ *Healthy Start Coalitions.*
- ❖ *Department of Children and Families.*
- ❖ *WorkForce Centers.*
- ❖ *Consumer Advocacy Groups.*

# ***Florida Medicaid Reform Choice Counseling (continued)***

## ***Proactive Community Awareness Campaign:***

- ❖ Radio, newspaper, billboard, and bus board campaign.*
- ❖ Health Fairs.*
- ❖ Community Events.*

## ***Outreach Partners:***

- ❖ The Hester Group.*
- ❖ Circle of One.*
- ❖ ACS Outreach staff.*

# *Florida Medicaid Reform Choice Counseling (continued)*

## **Group and Face-to-Face Counseling:**

- ❖ *Counseling sessions when and where needed*
- ❖ *Eighty percent voluntary enrollment rate goal.*
- ❖ *Community Ambassador Program.*
- ❖ *Oral and written translation services.*
- ❖ *Focus on unbiased information.*
- ❖ *Understanding and accommodating “Special Needs” population.*
- ❖ *Flexibility in approach to diverse groups.*

# *Florida Medicaid Reform Choice Counseling (continued)*

## **Tallahassee Choice Counseling Call Center:**

- ❖ *Emphasis is on one-on-one human interactions. Our goal is to use technology to expedite calls to ensure callers reach a live Choice Counselor as soon as possible.*
- ❖ *Available 8:00 a.m. to 7:00 p.m. Monday-Friday and 9:00 a.m. to 1:00 p.m. Saturdays.*
- ❖ *Offer education, information, plan enrollment and disenrollment, in-person meeting with Choice Counselors, and program inquiries.*

# *Florida Medicaid Reform Choice Counseling (continued)*

## **Tallahassee Choice Counseling Call Center:**

- ❖ *Proactive outbound calls to recipients to set up appointments for face-to-face choice counseling and reminder calls.*
- ❖ *Power Dialer.*
- ❖ *Interactive Voice Recognition.*
- ❖ *Call Back Manager.*



# *Florida Medicaid Reform Marketing*

*Gregory Bruce  
The Hester Group*



# *The Hester Group*

- ❖ *Established in Jacksonville, Florida.*
- ❖ *Traditional public relations and advertising with grassroots community outreach.*
- ❖ *Combining outreach efforts with the Agency for Healthcare Administration and ACS, Florida's Choice Counselor.*

# *The Hester Group*

## *Marketing Strategy:*

- ❖ *Radio.*
- ❖ *Bus Ads.*
- ❖ *Newspaper Ads.*
- ❖ *Internet Ads.*
- ❖ *On-site Promotions.*
- ❖ *Public Relations.*
- ❖ *Health Fairs.*
- ❖ *Public Events.*



# *The Hester Group*

## *Radio:*

- ❖ *WJBT 92.7 FM R&B and Hip Hop*
- ❖ *WSOL 101.5 FM Contemporary Adult Urban*
- ❖ *WZAZ 1400 AM Gospel*
- ❖ *WSVE 1280 AM Gospel*

## *Transit:*

- ❖ *Interior Bus Ads*

# The Hester Group

## Print and Internet Publications:

- ❖ *HOLA News*
- ❖ *Florida Times Union*
- ❖ *Florida Star*
- ❖ *North East Florida Advocate*
- ❖ *Jacksonville Free Press*
- ❖ *Blacksonville.com/jacksonville.com/radio internet sites*



# *The Hester Group*

## Community Outreach

***“Reaching people where they are, just as they are.”***

- ❖ *Come Together Day/Neighborhood Summit.*
- ❖ *Child Care Centers/Public Schools.*
- ❖ *Jacksonville Housing Authority.*
- ❖ *Department of Children & Families (DCF).*
- ❖ *Urban League.*
- ❖ *United Way.*
- ❖ *WorkSource.*
- ❖ *Community venues.*
- ❖ *Salons.*
- ❖ *Laundry Facilities.*
- ❖ *Other major community events/venues.*



# *The Hester Group Question and Answer*

*We appreciate the opportunity  
to work with AHCA and ACS on  
Florida's Medicaid reform.*

*Thank you.*



A light green map of Florida is centered on the page. A yellow circle marks Tallahassee in the north. The word "Florida" is written in a light font across the middle of the map. The state seal is visible in the lower right portion of the map.

# *Questions and Answers*

