



# *Florida Medicaid Reform Meeting for Medicaid Beneficiaries*

*Broward County*

*June 28, 2006*





# *Florida Medicaid Reform Choice Counseling Overview*

*Gail Wilk*

*Field Office Manager*

*Medicaid Area 10*

# *What Will Change With Reform?*

- ❖ *Comprehensive choice counseling.*
- ❖ *Education needs will change:*
  - *Beneficiaries will need to understand differences between benefit packages.*
  - *Information on opting out of a Medicaid plan to employer's insurance.*
- ❖ *New beneficiaries 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.*

# *Florida Medicaid Reform Choice Counseling Overview*

- ❖ *Specially trained independent counselors.*
- ❖ *One-on-one choice counseling sessions.*
- ❖ *Information about different health plans, their networks (doctors), the services they provide, co-payments / co-insurance, and more.*



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

- ❖ *Information available on the internet.*
- ❖ *Toll-free hotline phone number coming July 1, 2006.*
- ❖ *When its your time to choose a plan, a brightly colored “choice” packet will be mailed to you at least 30 days before you have to choose.*
- ❖ *Which plan you choose is totally up to you!*

# *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 - phase in 1/12th of their enrolled population for 3 months, starting in October then 1/4th each month, beginning January 2007.*

Tallahassee



# *Florida Medicaid Reform Choice Counseling*

*Lori Hahn*

**ACS**





# *Florida Medicaid Reform Choice Counseling Enrolling in a Health Plan*

## ❖ *How to enroll in a health plan:*

- All Medicaid beneficiaries in the mandatory eligibility category will receive an enrollment packet in the mail, after July 1, 2006. You will have 30 days to choose a health plan.*
- All Medicaid beneficiaries in the voluntary eligibility category will receive a letter in the mail, after July 1, 2006 and can request an enrollment packet.*

# *Florida Medicaid Reform Choice Counseling Timeline*

<i>Outreach at local level</i>	<b><i>HERE, TODAY, NOW!</i></b>
<i>Toll-free helpline</i>	<i>July 1<sup>st</sup></i>
<i>Full choice counseling services</i>	<i>July 24<sup>th</sup></i>
<i>1<sup>st</sup> Plan Selection</i>	<i>July 24<sup>th</sup> thru Aug 18<sup>th</sup></i>
<i>1<sup>st</sup> Enrollment effective date</i>	<i>Sept. 1<sup>st</sup></i>
<b><u><i>We want you to choose!!!</i></u></b>	

# *Florida Medicaid Reform Choice Counseling Important Choice Timelines*

- ❖ *Mandatory Beneficiaries:*
  - *30 days to select a plan.*
  - *If no choice is made, the Agency will assign beneficiary to a plan.*
  - *Mandatory beneficiaries who choose a plan or are auto-assigned will have 90 days to change plans. After 90 days, beneficiaries will remain in their plan for the next 9 months (lock-in).*
  - *“Good Cause” (reason) to leave a plan and enroll with another plan is allowed under certain conditions.*

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

## ❖ *Voluntary Beneficiaries:*

- *Voluntary beneficiaries may enroll, disenroll or change at any time.*

# *Florida Medicaid Reform Choice Counseling Different Ways to Receive Help*

- ❖ *Helpful Support Each Step of the Way:*
  - *By Phone - Call, Call Often! We will call you.*
  - *By mail - Watch closely for enrollment and other letters from Florida Medicaid.*
  - *By Internet - Web info and forms.*
  - *In person - in your community.*
  - *Choice Counselors.*



# *Florida Medicaid Reform Choice Counseling Different Ways to Receive Help (continued)*

## *❖ Working side by side in your community:*

- Choice Counselors.*
- Community Organizations.*
- Languages.*
- Hearing Impaired.*
- Visually Impaired.*

# *Florida Medicaid Reform Choice Counseling How to Get Ready*

- ❖ *What beneficiaries can do to get ready for Medicaid Reform:*
  - *Make sure the Department of Children and Families or Social Security has the most up-to-date information!*
  - *Think about what Medicaid services are most critical to you and your family's health care needs.*
  - *Think about services that Medicaid does not cover at present which would be of most benefit to you and your family. Are these services offered by a New Reform plan?*
  - *Ask your providers what Reform plans they participate with.*

# *Florida Medicaid Reform Choice Counseling Help and Information*

- ❖ *Look for letters and brochures from Choice Counseling. Will include:*
  - *Plan information.*
  - *Choice Counseling Help line phone number.*
  - *Choice Counseling website address.*

# *Florida Medicaid Reform Marketing*

*Tracey-Ann Nelson*



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of one  
MARKETING

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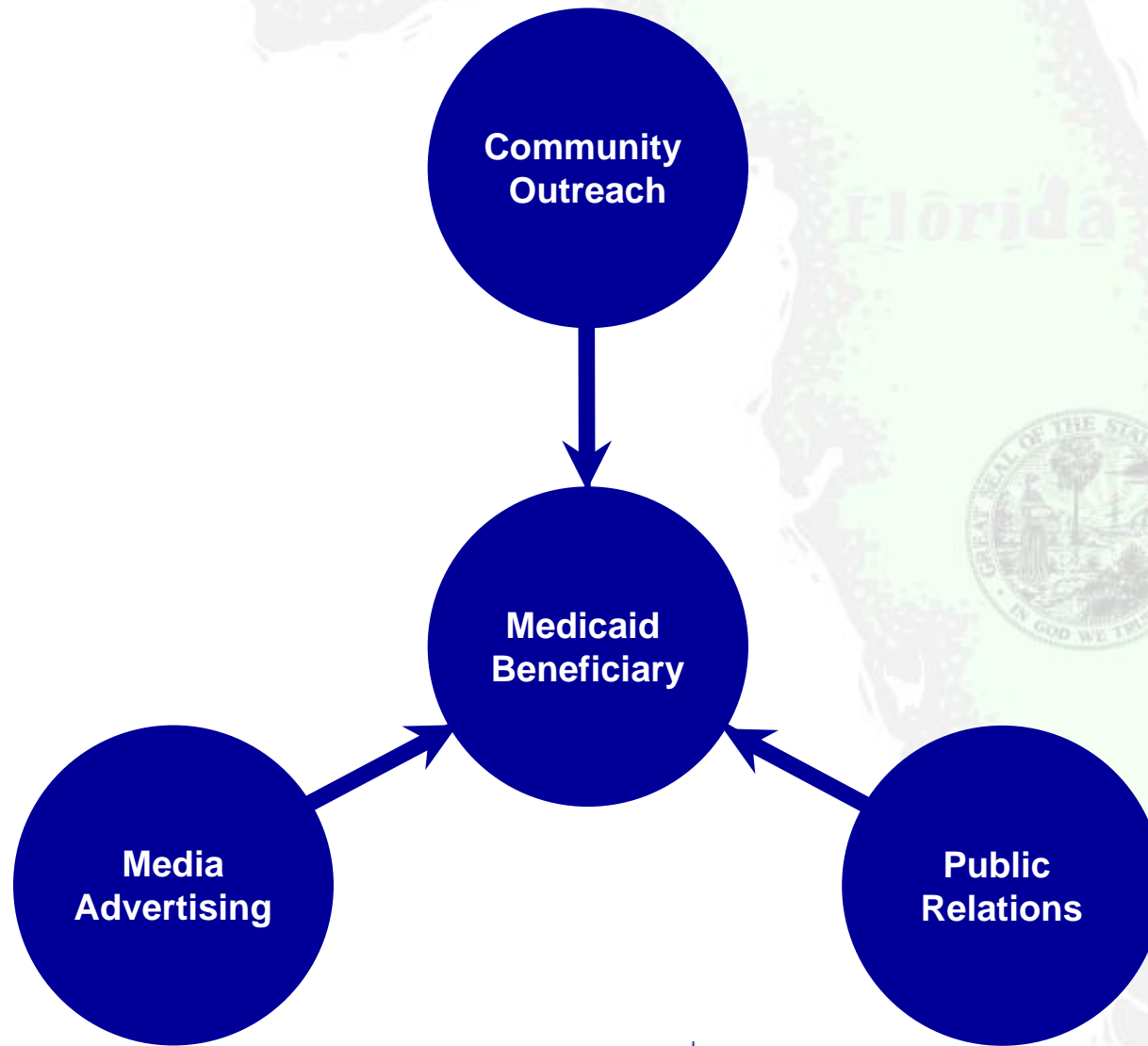


# *Circle of One Marketing*

- ❖ *A South Florida based, minority owned full service agency with 20+ years of experience in marketing, outreach and public relations.*
- ❖ *Specializing in reaching the African-American and Caribbean consumers.*
- ❖ *Combining outreach efforts with the Agency for Healthcare Administration, and ACS, Florida's Choice Counselor.*



# *Circle of One Marketing – Our Role*



# *Circle of One Marketing – Our Strategy*

## *Community Outreach*

- ❖ *Develop and distribute information about Medicaid Reform.*
- ❖ *Reach communities, neighborhoods, and shopping areas in Broward County.*
- ❖ *Work with community based organizations, faith-based organizations, elected officials and health care advocates.*
- ❖ *Participate in outreach events.*

# *Circle of One Marketing – Our Strategy*

## *Media/Advertising*

### *❖ Radio*

- Hot 105*
- Radio Haiti Amerique International*
- WRMA*

### *❖ Advertising*

- Western Gazette*
- El Sentinel*

# *Circle of One Marketing – Our Strategy*

## *Public Relations*

- ❖ *Share the Medicaid Reform message.*
- ❖ *Partner with Hispanic, Black and Haitian media.*
- ❖ *Public Service Announcements.*



# *Circle of One Marketing – Our Team*

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# *Circle of One Marketing – Our Team*

## *Questions and Answers*

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

*Thank you.*



# *Questions and Answers*