

# Research Brief: Enrollee initial experiences of the ACC: MMP

## BACKGROUND

The Accountable Care Collaborative Medicare-Medicaid Program (ACC: MMP) launched in September 2014 to improve full-benefit Medicare-Medicaid enrollees' healthcare experiences and health outcomes while reducing unnecessary costs.

As part of an overall monitoring and evaluation strategy, The Colorado Department of Health Care Policy and Financing (the Department) conducted a research study to understand recent enrollees' knowledge and impressions of and needs for the ACC: MMP.

## METHODS

During spring 2015, researchers conducted fifty in-person and telephone interviews. Interview participants included clients and caregivers from each of the seven Regional Care Collaborative Organizations (RCCOs) across the state.

All interview participants were enrolled in the ACC: MMP, or a caregiver for an enrollee.

Interviews were conducted in both English and Spanish. Interview participants ranged in age from 21 to 81.

## FINDINGS

### Program Awareness

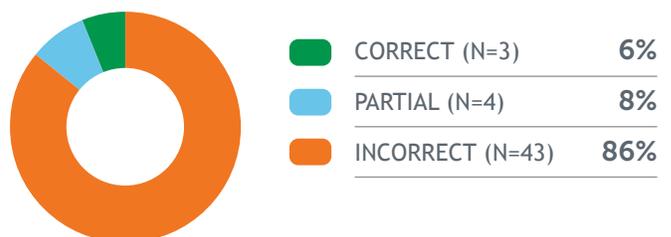
A majority of interviewees had limited awareness and understanding of or experience with the ACC: MMP and its features. Most could not identify whether the program was currently helping them or how, and most could not recall meeting with a care coordinator or devising a care plan. In general, Spanish speakers were less likely to be aware of and to understand the ACC: MMP and its features. Terms and concepts associated with the ACC: MMP seemed new and somewhat mysterious to most participants.

"I don't really know what it's all about yet, but it sounds like it might be good."

Interviewees who were aware of the program largely heard about it through the enrollment materials, as well as places like the ACC: MMP telephone town hall. Some could not remember where they had heard of the program, while others said they receive a lot of information in the mail so they probably didn't read the materials. Clients also noted they prefer initial contact by phone.



**QUESTION:** How would you describe the ACC: MMP?



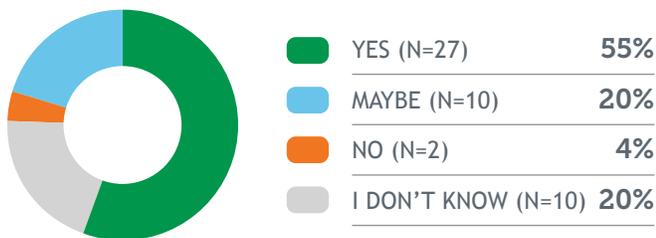
## First Impressions

Once interviewees learned more about the ACC: MMP and understood its features, most wanted to be in the program. Clients were able to identify ways the program might help them. They envisioned the program keeping costs affordable, providing information, help with paying, access to help, choices, and specific resources.

Most interviewees were interested in care coordination and thought the Service Coordination Plan would help them reach their health goals. They particularly liked the idea of personalized help and support from a care coordinator relationship. They also liked access to social non-medical services like transportation assistance.

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**QUESTION:** Do you want to be in the ACC: MMP?



## Program Needs

Interviewees identified many needs that the program and its components, including RCCOs, care coordination and the service coordination plan could fulfill:

- Direct contact and support
- Program, coverage and service information
- Access to care
- Help understanding their care
- Specific supports and services
- Help attaining health goals
- Assistance in Spanish
- Help with confusing paperwork
- Answers to questions and help solving problems
- Access to support, advice and pep talks
- Help making sure they “have everything” and stay “on track”
- Medical information and medications

“I didn’t know I was in a new program. But it sounds really good. I need someone to help me.”

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## RECOMMENDATIONS

Future communication efforts should continue to raise awareness and increase knowledge of the program and its features. Communication should focus on the advantages of being in the ACC: MMP. The Department will select a tagline that has impact and that enrollees understand.

It is essential that program information from all sources be clear and consistent. Because enrollees prefer personal contact and need repeated and varied exposure to information, ongoing delivery of information should be coordinated through all channels, including through the RCCOs, care coordinators and other stakeholders in addition to printed materials.

