

# County Member Experience

## Messaging Presentation

May 2018



**COLORADO**

Department of Health Care  
Policy & Financing

# Background

## PFC Vision

“...Department’s **business processes, policies, and partnerships** align with person-centered principles and that the Department **respects and values** the individual strengths, preferences and contributions of **HCPF employees, providers, members and their families.**”



PFC Core Team



Member Experience Advisory Council (MEAC)



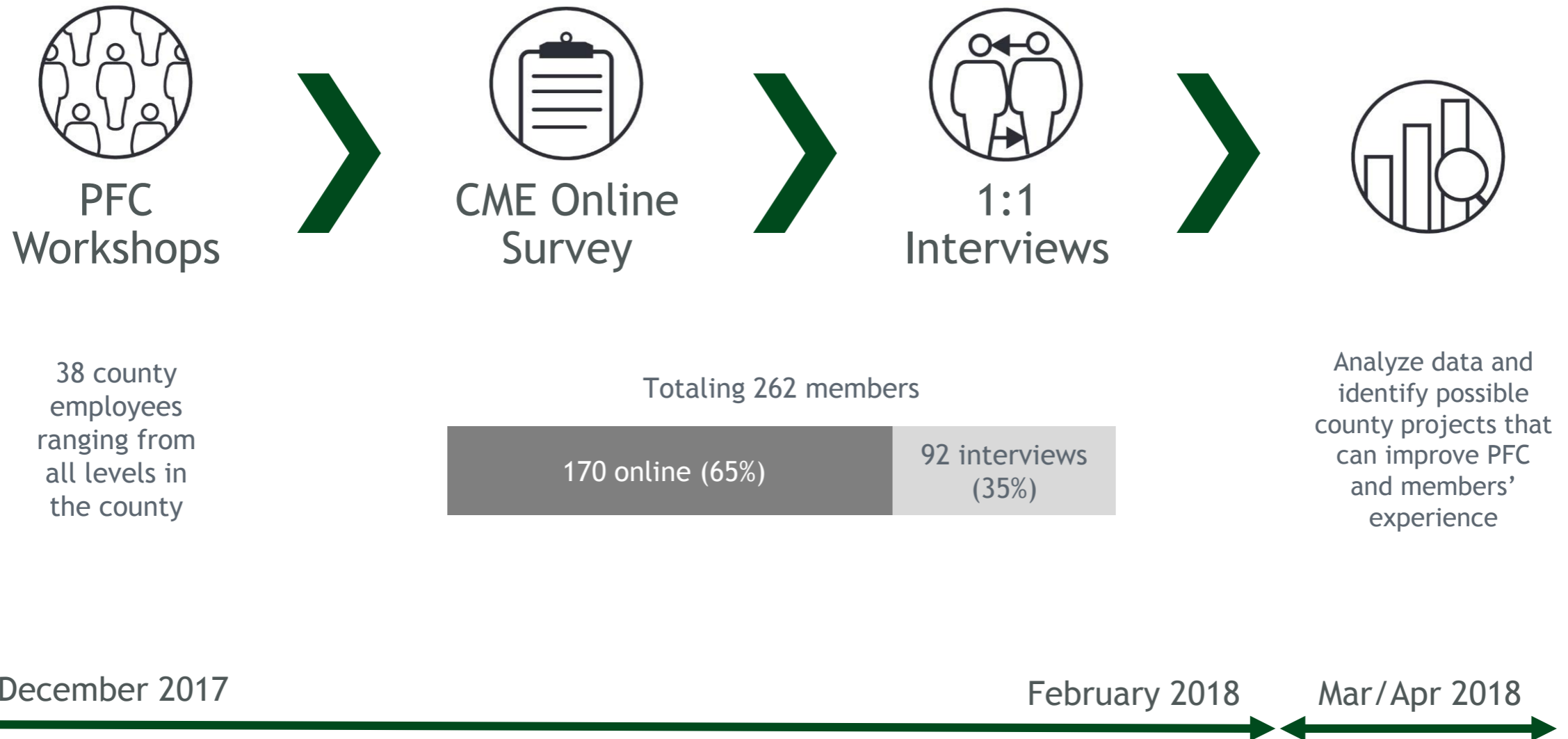
County Member Experience (CME) Project

Found out about our members’ experience in Heath First Colorado and CHP+


# Thank You Volunteer Counties




# Project Approach




# Potential County Projects


Touch Point	Potential Projects	Potential Benefit
County Telephone Center of Excellence 	<ul style="list-style-type: none"> <li>• Provide callback option</li> <li>• Clarify / simplify phone tree</li> <li>• Provide language options</li> <li>• Provide job aids for phone representatives</li> </ul>	<ul style="list-style-type: none"> <li>• Shorten phone calls, reduced call transfers and reduce wait times will improve members experience</li> <li>• Potential reduction in members visiting the county</li> </ul>

Touch Point	Potential Projects	Potential Benefit
County Email Campaign 	<ul style="list-style-type: none"> <li>• Focused campaign to increase number of member email addresses in system</li> <li>• Establish email customer service               <ul style="list-style-type: none"> <li>• Secure email site</li> <li>• Process and procedures for receiving and responding to member emails</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Improve members' experience as email is the preferred method for members to receive information from the county and send information to the county</li> <li>• Potential reduction in county calls and visits</li> </ul>

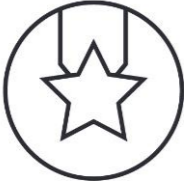
# Potential County Projects

Touch Point	Potential Projects	Potential Benefit
<p>Lobby Center of Excellence</p> 	<ul style="list-style-type: none"> <li>• Change lobby process to reduce wait times               <ul style="list-style-type: none"> <li>• Provide callback or text option</li> <li>• Take queue numbers</li> </ul> </li> <li>• Create more inviting lobby with focus on person-family centeredness               <ul style="list-style-type: none"> <li>• Place for children with coloring books</li> <li>• Pleasant and neutral television shows</li> <li>• Easy bathroom and water access</li> </ul> </li> <li>• Create and display info-graphic sheets clearly and simply explaining available programs and the application/qualification process</li> <li>• Confirm signage within the lobby helps direct the flow of members, especially to application drop boxes</li> <li>• Produce informative content to broadcast on lobby TVs</li> </ul>	<ul style="list-style-type: none"> <li>• Improves members' experience</li> <li>• Ensuring efficient use of members' visiting time improves experience</li> <li>• Improves members' experience by empowering them with self advocacy through education</li> </ul>

# Potential County Projects

Touch Point	Potential Projects	Potential Benefit
<p>PFC Culture of Excellence</p> 	<ul style="list-style-type: none"> <li>• Member PFC Culture               <ul style="list-style-type: none"> <li>• Survey members at each touchpoint</li> <li>• Create county MEAC to support improvement efforts</li> </ul> </li> <li>• Employee PFC Culture               <ul style="list-style-type: none"> <li>• Encourage employee-to-employee sharing of their PFC experiences with members</li> <li>• Employee development on PFC</li> <li>• Survey employees about their experience</li> <li>• Institute employee recognition program</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Improve members' experience and engagement</li> <li>• Improve employee's engagement</li> <li>• Reduce attrition</li> <li>• County-wide adoption of PFC best practices</li> </ul>

# Potential County Projects

Touch Point	Potential Projects	Potential Benefit
<p>PFC Operational Excellence</p> 	<ul style="list-style-type: none"> <li>• Establish consistent communication of operational changes to staff</li> <li>• Post up-to-date hours of operation and planned closings on the county website</li> <li>• Use information from members feedback to continue Plan-Do-Check-Act (PDCA) practices</li> <li>• Job aids to staff on knowledge of services</li> <li>• Create documentation protocols to streamline information sharing</li> <li>• Train county staff on entire portfolio of benefits (beyond just specific program) for consistent messaging</li> <li>• Define processes to empower staff to help members solve issues when errors occur</li> <li>• Create culturally appropriate bi-lingual (English/Spanish) written communication at each touchpoint</li> </ul>	<ul style="list-style-type: none"> <li>• Improve members experience with ‘do it right the first time’</li> <li>• Improve members’ experience, especially for those that English is not their primary language</li> <li>• With member background information easily available, county can address member needs more efficiently</li> </ul>



# Contact Information

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**Thank You!**

