



Member Experience Advisory Council – Year End Report

December 2018

Current Membership

We believe that we can create a better health care system by including our members in both the in-person and virtual councils we can make Health First Colorado benefits and services easy to use and understand.

Our goal is that the Advisory Councils consist of 7-15 members who are currently or were recently enrolled in Health First Colorado or Child Health Plan *Plus* (CHP+), or who are family members/caretakers of a current Health First Colorado or CHP+ member. The Department seeks individuals who bring personal client experiences and are not actively engaged in working with the Department, formally or informally, in another way. Preference is given to those individuals who do not represent an advocacy organization – either paid or unpaid.

In-Person Advisory Council

We currently have 14 Medicaid and Child Health Plan Plus (CHP+) members or family members and/or caretakers serving on our In-Person Advisory Council. Two members have served two one-year terms and will rotate off the Council in December 2017. We have added ten new members since January 2018.

Virtual Council

In order to expand our collaborative efforts across the state, we implemented a Virtual Advisory Council in October 2015. Through a successful member recruitment campaign in June 2018, this Council was expanded to a roster of over **350** members. Members respond to monthly or bi-monthly online surveys that align with the topics covered by the In-Person Council. We currently average around 127 responses per survey.



County Member Experience Advisory Councils

Two counties are developing their own Member Experience Advisory Councils to further explore how they can integrate a person-and family-centered approach into their business practices, policies, and the member experience. A development workshop was held on August 27. In addition to representatives from the participating counties, representatives from a third county and four Regional Accountable Entities (RAEs) attended the event. MEAC member Laura Carroll was also in attendance to share her experience of participating on the Council. The project will run through March 2019.

Connection to Regional Member Advisory Councils

We currently have three MEAC members serving on Member Advisory Councils at their Regional Accountable Entities (RAEs) with the purpose of helping to improve member experience at the regional level.

Local and National Conferences, Events and Awards

- Two MEAC members presented at national conferences in 2018:
 - Mary Catherine Conger co-presented with Department staff about the establishment and ongoing work of our Councils at the **Person- and Family-Centered Care Conference in Los Angeles** in March 2018.
 - Laura Carroll spoke on a beneficiary panel at the **National Association of Medicaid Directors Conference in Washington, DC** in November 2018. She shared about her experience as a member of the Council and what it means to be engaged in her health insurance in this way.
- Laura Carroll, Liz Henry and Alana Stevenson spoke at the **Innovation Learning Network (ILN)** event in Denver in March about the Council and how they are helping to improve the member experience.
- MEAC won a Bronze Leaf Award from Colorado Health Care Communicators.
- The Health First Colorado Member Handbook, which was designed with MEAC feedback, won a Bronze Leaf Award from Colorado Health Care Communicators.



Topics and Input

Member engagement has helped staff *mitigate risks* to programs and policies and *build efficiencies* by eliminating costs related to re-work. By *enhancing partnerships* with our members, we eliminate guesswork and more accurately evaluate the impact of our decisions on the people we serve.

- To date, In-Person and Virtual Advisory Council members have provided input on **223** discrete projects, documents, or topics. **49** topics were reviewed in 2018.
- **34** HCPF staff engaged with members in in-person meetings.
- **9** external partners attended from **5** different organizations

Member Journey Mapping

MEAC work on a Medicaid Member Journey Map began in 2017 and continued throughout 2018. The purpose of the Journey Map is to identify touchpoints and struggles as experienced by our members. The Journey Map traces six stages of member interaction with Health First Colorado:

- Applying for Benefits
- Learning about Covered Benefits
- Finding a Provider
- Scheduling a Visit
- Seeing a Provider
- Working on Health Goals

We wanted to know about the members' lived experience at each stage, so we used empathy mapping techniques to find out what members were doing, thinking, feeling as they interacted with us. For example, members identified a multitude of questions that arose during the application stage, which in turn caused them to feel anxiety, fear, panic and depression. We can then inquire further to find out what steps we need to take to improve our processes or materials.

In addition to the six stages, there are four overarching Guiding Principles, which outline our goals for the future.

- 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.

Our mission is to improve health care access and outcomes for the people we serve while demonstrating sound stewardship of financial resources.

www.colorado.gov/hcpf



The Journey Map framework is being used to guide the work of the Member Experience Advisory Council going forward, and the Council will help us determine our progress toward our guiding principles/goals.

Member Communications

Future of CHP+ Communications (continued from 2017)
Verification Check List
Paper medical application information booklet
Accountable Care Collaborative – Phase 2 Communication
CHP+ Verification Check List
Connect for Health Colorado Notice of Action
Verification Check List (VCL) Frequently Asked Questions
Prescription Review Program
Inpatient Prior Authorization Letters
Disability Determination Letter

Other Topics

Department websites
PEAK website and app
Testing Experience and Functional Tools (TEFT) member portal
DentaQuest patient outreach materials
Patient no show survey and feedback (in conjunction with the Program Improvement Advisory Council Health Impact on Lives subcommittee)

Council-Specific

Development of recruitment materials
Department Strategy and Transition Planning
Virtual Council re-launch



Executive Leadership Engagement

Kim Bimestefer, Executive Director
Carrie Cortiglio, Deputy Office Director, Policy, Communications and Administration
Laurel Karabatsos, Acting Medicaid Director
Antoinette Taranto, Chief Client Officer
Stephanie Ziegler, Director, Office of Cost Control & Quality Improvement

Recruitment

Our goal is for the Advisory Councils to be ethnically, racially and geographically diverse and representative of the demographic profile of the Health First Colorado and CHP+ population. For demographics, please see our [2016-17 Annual Report](#).

The Department is actively recruiting additional members to both the In-Person and Virtual Advisory Councils.

More info: colorado.gov/hcpf/meac

For more information contact HCPF_peoplefirst@state.co.us

