



## OPERATIONAL MEMO

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**OPERATIONAL MEMO NUMBER: HCPF OM 19-004**

**TITLE: IMPLEMENTATION OF THE FY 2018-19 IMPROVING MEMBER  
CORRESPONDENCE INCENTIVE – REPORTING PERIOD 2**

**SUPERSEDES NUMBER: HCPF OM 18-003**

**ISSUE DATE: FEBRUARY 5, 2019**

**EFFECTIVE DATE: JANUARY 1, 2019**

**DIVISION AND OFFICE: EXTERNAL RELATIONS, POLICY, COMMUNICATIONS  
AND ADMINISTRATION OFFICE**

**PROGRAM AREA: COUNTY RELATIONS AND ADMINISTRATION**

**APPROVED BY: RACHEL REITER**

**KEY WORDS: CBMS, ELIGIBILITY, MEMBER CORRESPONDENCE, INCENTIVE,  
DATA COLLECTION, SB 17-121, COUNTY INCENTIVES PROGRAM**

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*HCPF Memo Series can be accessed online: <https://www.colorado.gov/hcpf/memo-series>*

### **Purpose and Audience:**

The purpose of this Operational Memo is to provide operational instructions and resources to county departments of human/social services (county) for the Improving Member Correspondence Incentive as part of the FY 2018-19 County Incentives Program.

### **Background:**

The purpose of the Improving Member Correspondence Incentive is to determine which pieces of Medicaid correspondence are the most difficult for members to understand and which parts of the correspondence members find most confusing. This incentive is a result of Senate Bill 17-121 Improving Member Correspondence.

The Department of Health Care Policy and Financing (the Department) asks the county to use an online data collection tool provided by the Department to track interactions with members in which a member asks for help or clarification on correspondence relating to Medical Assistance (MA) program eligibility generated by the Colorado Benefits Management System (CBMS).

Counties will complete a Data Collection Plan Agreement, select a timeframe of twenty (20) consecutive business days to collect data, and complete an online survey at the end of the data collection. A minimum number of member-facing staff in each county are required to collect data, as described below.

**Information/Procedure:**

There are three required components of the Incentive:

1. Data Collection Plan Agreement
2. Data Collection and Tracking Phase
3. Reporting Period Surveys

Data Collection Plan Agreement

The Data Collection Plan Agreement must be completed by **Friday, February 22nd** in order to participate in this incentive for Reporting Period 2. A link to the Data Collection Plan Agreement can be found in the attachments below.

To complete the Data Collection Plan Agreement, the county will provide the below information through an online form:

1. Contact information for the county's implementation lead(s)
2. Number of county staff responsible for the Data Collection and Tracking
3. Description of county staff positions responsible for the Data Collection and Tracking (i.e. front desk staff person, call center staff, eligibility technicians).
4. The county's selected twenty (20) consecutive business day timeframe for data collection for the reporting period
5. Information on county-specific site operations that could impact data collection (example: satellite locations, joint operations with another county)

Those individuals identified as implementation leads will be the primary contacts to whom the Department will send information related to this incentive.

Once the Data Collection Plan Agreement is completed, the Department will review and approve **in chronological order according to the selected start date of data collection**. Once the Data Collection Plan Agreement is approved, the Department will send implementation leads a summary of the plan submitted by the county and a

**county-specific link** to the data collection tool. Each county should use only the link sent to the implementation leads that is specific to their county.

The county will select, at its discretion, a twenty (20) business day timeframe in which the data collection and tracking phase will occur. The timeframe must be between February 1, 2019 and June 30, 2019 for the second reporting period.

#### Staff Responsible for Data Collection and Tracking Phase

Per the FY 2018-19 County Incentives Contract Amendment, each county shall designate at least **ten percent (10%) of member-facing staff** as staff responsible for the data collection and tracking phase. If 10% of the county's staff is less than one (1) FTE, then a minimum of one (1) member-facing FTE shall be responsible for the data collection and tracking phase. If any of the county's 10% designated staff are unable to complete the data collection and tracking phase, additional staff can be substituted, as long as their roles are also member-facing.

Examples of member-facing FTE include front desk staff, eligibility technicians, or other staff who regularly answer member questions.

A brief online tutorial is available on the Learning Management System (LMS) to provide guidance on data collection. The Department asks that those staff responsible for the data collection and tracking phase watch the online tutorial prior to beginning the data collection process.

#### Data Collection and Tracking

During the data collection and tracking phase, the designated county staff will use the online data collection tool to track and submit information to the Department whenever a member or applicant has a question or requests clarification on CBMS MA correspondence.

Examples of CBMS MA correspondence include (but are not limited to) speed letters, notices of action, verification checklists, Redetermination for Health First Colorado/CHP+ letters (RRRs), Response needed about your income letters. Correspondence sent for combination cases that include MA is also subject to the data collection.

Questions solely concerning Food Assistance, SNAP, Adult Financial, or public assistance programs other than Health First Colorado (Medicaid) should not be included in data collection. Detailed instructions on the data collection process and requirements for data entry are included in the online tutorial.

Staff responsible for the data collection and tracking phase will log member interactions regarding MA correspondence within twenty-four (24) hours in their county-specific

online data collection tool. Only complete entries in the online tool should be submitted.

Examples of what types of questions or interactions the Department would like submitted are included in the attachment titled "Data Collection Examples."

#### Post-Data Collection Surveys

After concluding the data collection and tracking phase, each county will complete a short online survey. The survey will ask for information regarding the county's experience during the data collection phase, any facilitators or barriers to data collection, lessons learned, successes, and general feedback on the process.

The link to the post-data collection survey will be sent to the implementation leads of participating counties on March 4, 2019. Counties should not submit this survey until their data collection period is complete.

Post-data collection surveys are due by July 5, 2019.

#### Data Integrity

Members should not be granted access to the online data collection tool; only those county staff responsible for the data collection and tracking phase will have access to the data collection tool.

County staff should endeavor to provide honest, complete answers in the data collection tool to ensure member feedback on MA correspondence is accurately captured. The data collection tool has been designed for ease of use and minimal time commitment for county staff to facilitate accurate and timely reporting of data.

During the data collection period, if no member questions or requests for clarification on MA correspondence was received on that day, no submission is required for that day.

#### **Results:**

The data collected by participating counties will be analyzed by the Department and used to both inform improvements to member correspondence and measure effectiveness of improvements. After the analysis is complete, the Department will share the results with counties.

### Implementation Support

The Department will convene **optional** conference calls throughout the reporting period. These conference calls will occur on the following dates/times:

**Thursday February 14, 2019 1:00 – 2:00 p.m.**

**Thursday February 21, 2019 1:00 – 2:00 p.m.**

**Thursday, April 11, 2019 1:00 – 2:00 p.m.**

**Wednesday, June 5, 2019 1:00 – 2:00 p.m.**

Conference Line: 1-877-820-7831 815942#

Counties can also request implementation support conference calls or request further clarification at any time by reaching out to the Department contacts listed below.

### Contract Language

Contract language for the Improving Member Correspondence Incentive can be found in the FY 2018-19 County Incentives contract amendment in section 4.7. If conflict arises between contract language and guidance issued via the HCPF Memo Series, contract language supersedes the guidance provided through the HCPF Memo Series.

### **Attachment(s):**

[Data Collection Plan Agreement – Reporting Period 2](#)

[Data Collection Tutorial](#)

[Data Collection Examples](#)

### **Department Contact:**

[HCPF\\_Correspondence@state.co.us](mailto:HCPF_Correspondence@state.co.us)

Or

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