

ME Perform Population and Member Outreach

Perform Population and Member Outreach		
Item	Details	VA “As-Is” Details
Description	<p>The Perform Population and Member Outreach business process originates internally within the Agency for purposes such as:</p> <ul style="list-style-type: none"> - Notifying prospective applicants and current members about new benefit packages and population health initiatives - New initiatives from Program Administration - Receiving indicators on underserved populations from the Monitor Performance and Business Activity process (Program Management) <p>It includes production of program education documentation related to the Medicaid program as well as other programs available to members such as Early and Periodic Screening, Diagnosis and Treatment (EPSDT) and the State Children’s Health Insurance Program (SCHIP).</p> <p>Outreach information is developed for targeted populations that have been identified by analyzing member data. Outreach communications and information packages are distributed accordingly through various mediums via the Send Outbound Transaction and the Manage Business Relationship Communication processes. All outreach communications and information package production and distribution is tracked and materials archived according to state archive rules. Outreach efficacy is measured by the Monitor Performance and Business Activity process.</p> <p>NOTE: The Perform Population and Member Outreach process targets both prospective and current Member <i>populations</i> for distribution of information about programs, policies, and health issues. Inquires from applicants, prospective and current members are handled by the Manage Applicant and Member Communication process by providing assistance and responses to <i>individuals</i>, i.e., bi-directional communication.</p>	

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Trigger Event	<p>State-transition Trigger Events:</p> <ul style="list-style-type: none"> - Implementation of population health initiatives such as ESPDT and enrollment campaigns for SCHIP - Scheduled communications related to current programs such as open enrollment - Changes to existing plans or benefit packages - Call center volumes exceed a threshold on a particular issue - New program policies and procedures - Changes to existing policies and procedures - Critical need in a specific targeted population - Identification of underserved and currently served populations in need of services or access <p>Other healthcare or Federal mandates (e.g., Privacy notice)</p>	
Result	<p>Outreach communications, such as mailings brochures, web pages, email, kiosk, and radio, billboard, and TV advertisements; are produced and distributed to targeted populations or individuals.</p>	
Business Process Steps	<ol style="list-style-type: none"> 1. Start: Population is identified and defined by analyzing member service data, performance measures, feedback from community, and policy directives 2. Receive request for outreach materials or communications 3. Approve or deny (or modify) decisions to develop outreach communications 4. Determine development approach (internal and external or both) outreach materials, approaches, success measures 5. Approval of outreach materials 6. Distribute outreach materials or communications through various mediums supported by the Send Outbound Transaction, Manage Applicant and Member Communication, or the Manage Business Relationship Communications process (to be distributed to targeted populations by community resource and advocacy groups, providers, and other entities that work with the targeted population) 7. Outreach communications production and distribution are tracked and materials archived <p>[Steps may differ in a State-wide managed care setting.]</p>	

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Shared Data	<ol style="list-style-type: none"> Care Management population health data Program Quality Management quality measure data, e.g., CAPHS and HEDIS measures Benefit data store: Services and provider types covered; program policy; and health plan contractor information Member data store: Member demographics, benefit package, enrollment data; applicant/member financial, social, functional and clinical data. Updated enrollment data is loaded Contractor data store: Contracted service areas, MCO provider network and other provider data Provider data store: Provider data, such as type, location, availability, gender, linguistic qualifications and cultural competence. Claims history 	
Predecessor	Care Management, Benefit Administration, Program Administration, or Program Quality Management processes result in need to perform outreach to prospective members	
Successor	<ol style="list-style-type: none"> Send Outbound Transaction, Manage Applicant and Member Communication and/or Manage Business Relationship Communication processes distribute communications to the targeted population Monitor Performance and Business Activity Process measures Outreach efficacy 	
Constraints	Communications and information packages must address the needs of the targeted population. Materials must be linguistically and culturally appropriate, legally compliant, appropriate to the targeted group, meet financial guidelines (re: cost to produce and distribute). Other constraints may be agency priority, availability of resources, and accuracy of member contact information.	
Failures	<ol style="list-style-type: none"> Inability to produce information that is useable due to language, culture, or reading comprehension barriers Communication barriers such as lack of internet or phone access; failure to access needed or requested information Delivery failures due to erroneous contact information or lack of contact information for mobile communities such as migrant workers or the homeless population 	3. Foster care communication and outreach is also challenging.

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Performance Measures	<p>Examples of Measures –</p> <ol style="list-style-type: none"> 1. Time to complete process of developing outreach materials from receipt of request to completion of distribution = __ days 2. Accuracy of outreach materials = __% 3. Successful delivery rate to targeted individuals = __% 4. Combination of staff plus automated processes results in utilization of _____FTEs per occurrence of this process. 	<p>DMAS has performance measures but they vary by business entity. Since DMAS doesn't have a central logging system, performance measures are difficult to track.</p>