Health Homes Program

SAN DIEGO HEALTH HOMES PROGRAM: OUTREACH & ENGAGEMENT

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TODAY'S TOPICS

- Outreach & Engagement Requirements
- Outreach & Engagement Challenges
- Harbage Consulting's Role
- Health Homes Program Outreach
  - Supporting Managed Care Plans
  - Materials
  - Stakeholder Outreach

OUTREACH & ENGAGEMENT: REQUIREMENTS

- Managed Care Plans (MCP) are responsible for engaging Health Homes Program (HHP) eligible members, using state-determined, Centers for Medicare & Medicaid Services-approved criteria

- MCPs will link HHP members to one of the contracted Community-Based Care Management Entities (CB-CME)

- If the HHP member's assigned PCP is a CB-CME, the member will be assigned to that CB-CME (unless the member chooses another CB-CME)

See Program Guide Section VI.3.B and IV.9.1

OUTREACH & ENGAGEMENT: REQUIREMENTS

- All HHP engagement and services can be provided to members and their family/support persons through

  - E-mails
  - Texts
  - Social media
  - Phone calls

  - Letters
  - Mailings
  - Community outreach
  - In-person meetings

- Communication and information must meet health literacy standards and trauma-informed care standards and be culturally appropriate

- MCPs much show active, meaningful and progressive attempts at member engagement each month until the member is engaged

See Program Guide Section IV

OUTREACH & ENGAGEMENT: CHALLENGES

- **Locating eligible members**
  - Incorrect contact information
  - Unstable housing/Homelessness
  - Unresponsive to outreach
- **Engaging members**
  - Unknown/new program
  - Low health literacy
  - Distrust in entities
  - Cultural differences
  - Linguistic barriers

OUTREACH & ENGAGEMENT: CHALLENGES

Keeping members engaged

– Difficulty maintaining contact over time

– Loss of interest in the program

– Non-linear paths to recovery

– Prior negative experiences with health care or case management services

HARBAGE CONSULTING'S ROLE

- Harbage Consulting primarily supports DHCS on HHP communications and outreach work
- Our work is divided into three main pieces
  - Supporting MCPs
  - Creating materials
  - Stakeholder outreach

HHP OUTREACH: SUPPORTING MCPS

- Hosting monthly Learning Collaboratives

- Facilitating meetings with DHCS

- Creating CB-CME training materials

- Producing messaging and educational materials that MCPs can use with
  - CB-CMEs
  - Staff, including outreach staff
  - HHP members
  - Community partners

HHP OUTREACH: MATERIALS

Creating materials

- Developing HHP messaging for various stakeholder audiences

- Creating educational materials in the form of toolkits, fact sheets, presentations, and trainings for

  - CB-CMEs

  - MCP staff

  - MCP members

  - Community-based organizations

DHCS HHP WEBSITE

Health Homes Program

HHP Website: bit.ly/HealthHomes

Program Overview

- HHP Program Guide (4/8/19)
- HHP Implementation Schedule (4/8/19)
- HHP Program Overview (One-Pagers)
- HHP Program Overview Slide Deck
- HHP Overview & Stakeholder Update (9/26/18)
- HHP Final UCLA Evaluation Design

Background Information

- Health Homes Program Funding Summary
- State Plan Amendment (16-007)
- Medi-Cal 2020 1115 Waiver Amendment (12/19/17)
- Assembly Bill 361 (Not DHCS)
- Affordable Care Act Section 2703
- Program Development Archive

Outreach & Education Materials

- HHP Member Toolkit (English)
- HHP Member Toolkit (Spanish)
- HHP Provider Toolkit
- HHP Information for Members with Mental Health Needs (For Members)
- HHP Information for Community-Based Organizations
- Harbage Consulting - The Health Homes Program and Whole Person Care Pilots (Not DHCS)

Training & Program Resources

- 2019 HHP Learning Collaborative Plan
- HHP Training #1 - Program Overview
- HHP Training #2 - Care Management
- HHP Training #3 - Care Coordination
- HHP Training #4 - Care Transitions
- HHP Training #5 - Connecting Members to Community and Social Services
- Pacific Business Group on Health - Training Resources (2016) (Not DHCS)
- HHP/WPC Services Crosswalk Template

HHP OUTREACH: STAKEHOLDER ENGAGEMENT

Providing high level information about the program to a wide range of stakeholders that serve the HHP-eligible population

- CBOs, county and city agencies, social service providers, homeless service providers, case managers, community health workers, etc.

- Our outreach specialists

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HHP OUTREACH: STAKEHOLDER ENGAGEMENT

- Outreach is offered at no cost on behalf of DHCS for educational purposes
- The goal is to educate service providers and others who interact with the HHP-eligible population. Topics include
  - Overview of the HHP
  - Services provided by HHP
  - Eligibility criteria and how members join the HHP
  - Service delivery under the HHP
  - Expectation setting

HHP OUTREACH: STAKEHOLDER ENGAGEMENT

Outreach activities include

- In-person presentations

- Staff trainings

- Webinars

- Materials distribution

- Answering questions

- Connecting stakeholders with MCPs

HHP OUTREACH: STAKEHOLDER ENGAGEMENT

Our primary goals for HHP outreach are:

- Providing a feedback loop to DHCS,

- Supporting MCPs,

- Educating stakeholders on HHP basics,

- Partnering with stakeholders who can educate their clients about the HHP, and

- Collaborating with MCPs to educate CB-CMEs and other stakeholders.

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THANK YOU!

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