
Integrated Managed Care Communications Workgroup

To prepare Washington for integrated managed care (IMC), the Health Care Authority (HCA) has developed variety of communications materials for Medicaid enrollees, providers, and other affected stakeholders, to provide information about the upcoming transition from behavioral health organization (BHO) coverage to integrated managed care organization (MCO) coverage.

HCA is also required by the Centers for Medicare and Medicaid Services (CMS) to send a letter to all Medicaid clients informing them of the coverage transition, from BHOs to MCOs.

HCA advises each region to create a Communications Workgroup to work with HCA to coordinate, develop, and disseminate these communications. This fact sheet provides guidance on the purpose and scope of work of a Communications Workgroup, as well as suggested participants and size of the group.

What is the purpose of a Communications Workgroup?

The purpose of a Communications Workgroup is to:

- Provide recommendations and work to engage consumers and providers in system change efforts related to IMC.
- Ensure a smooth transition to IMC through the development of clear communication materials, client notifications, and transparent transition processes.
- Leverage existing structures and avenues to collaborate with consumer groups, to gather consumer perspectives, and identify consumer concerns or gaps in understanding.

What kind of work is this going to entail? What will the workload be?

Specific tasks include, but are not limited to, the following:

- Reviewing existing HCA communications materials.
- Determining needs for the development of regional materials, such as talking points for clients, providers, and system partners.
- Developing a plan and timeline for distributing materials.
- Collecting current opportunities for engagement.
- Participating in one-hour monthly workgroup meetings through December 2019.

Who should participate in the Workgroup? How large should the Workgroup be?

To ensure the Communications Workgroup represents the interest of affected regional stakeholders while remaining as effective as possible, HCA recommends that the Communications Workgroup have between 10-15 participants.

HCA strongly encourages representation from the following organizations:

- Apparently successful bidder managed care plans
- BH-ASO
- Behavioral Health Organization (BHO)
- HCA
- Consumer representative (or family member)
- Consumer advocacy organizations
- Navigators, care coordinators, or community health workers
- Area Agencies on Aging
- Major health systems in the region
- Large Medicaid-serving behavioral health providers in the region
- Accountable Community of Health
- Behavioral health ombuds

For additional questions about the Communications Workgroup, please contact Teresa Claycamp at teresa.claycamp@hca.wa.gov or Samantha Zimmerman at samantha.zimmerman@hca.wa.gov.