



**Commonwealth of
Massachusetts**
Executive Office of Health and
Human Services

Building Stakeholder Engagement

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**NASHP/Maximizing Enrollment
State-to-State Exchange**

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Stakeholder Engagement

- Stakeholder engagement includes a broad array of stakeholders, including, but not limited to:
 - Advocates
 - Community Based Organizations
 - Providers
- ACA Workgroups meet with stakeholders
- Office of Medicaid Monthly Advocate Meetings
- Massachusetts Health Care Training Forum Program
 - Convenes quarterly to share state health care program and policy updates
- EOHHS Outreach Grant Program
 - Meets to share best practices
- Ongoing relationship and communication to address issues as they arise

ACA Inter-Agency Implementation Task Force



- ❑ In order to manage and coordinate the complex implementation of ACA, the Administration has an inter-agency healthcare reform implementation management committee chaired by the EOHHS Secretary.
- ❑ The following agencies are represented:

Attorney General's Office	Department of Public Health
Executive Office of Administration & Finance •Group Insurance Commission •Department of Revenue	Department of Health Care Finance & Policy •Health Safety Net •Health Care Quality and Cost Council
Executive Office of Health & Human Services •Office of Secretary •Department of Children and Families	Executive Office of Housing & Economic Development •Division of Insurance •Office of Small Business and Entrepreneurship
Department of Developmental Services	Executive Office of Labor & Workforce Development
Department of Elder Affairs	Governor's Office
Department of Mental Health	Health Connector

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Office of Medicaid Advocate Meeting



- ❑ Informs MassHealth and the Connector of what is being experience in the field and in the community
- ❑ Provides insight and feedback on the applicant/member experience
- ❑ Establishes working relationships with advocates and advocacy provider groups to support identification of consumer areas of need
- ❑ Keeps a pulse on any changes in policy that might impact applicants and members

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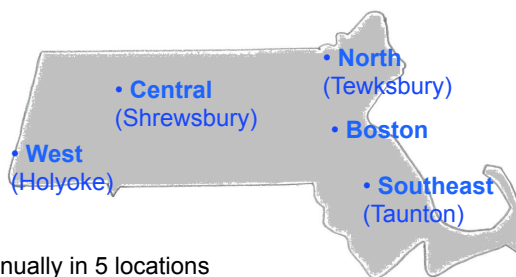
Massachusetts Health Care Training Forum



- Communicate accurate, timely information about operations and policies of Massachusetts State Health Care Programs to community health and human service partners
- Formal presentations about issues related to:
 - Eligibility/Enrollment
 - Case Management
 - Billing/Claims
 - Advocacy
- Information directly enhances attendees' ability to assist current and potentially eligible individuals
- Roundtable sessions with state experts, trainers and advocates
- Network opportunity for state and community organizations to build collaborative relationship

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Massachusetts Health Care Training Forum



- 20 Meetings** Annually in 5 locations
Total Attendance annually ~ 2,000
- Email Updates
 - Website
 - Outreach (Formal and Informal)

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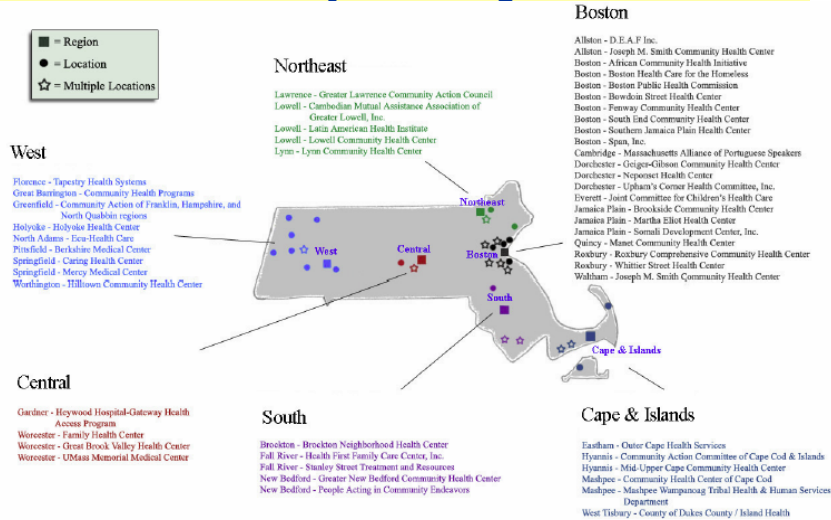
EOHHS Enrollment, Outreach & Access to Care Grants

- ❑ Multi-year grant program funding 51 local, consumer-focused, non-profit organizations
- ❑ Innovative outreach strategies reaching uninsured and underinsured populations and assisting with retention
- ❑ Outreach workers use multiple venues/environments that are linguistically and culturally appropriate to engage families
- ❑ Outreach strategy examples include:
 - Connect and secure partnership with public, private, and preschool programs
 - Public Housing Authority
 - WIC
 - Faith-Based Organizations
 - Head Start
 - School Based Health Centers
 - Parent Focus Groups
 - Parent Information Centers
 - Chambers of Commerce

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EOHHS Enrollment, Outreach & Access to Care Grants Grant Recipients 51 Community Based Organizations



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Health Care Reform Outreach and Education Unit



A Multi-Tiered, Time Sensitive Approach

Two-way Communication with Local Communities

- Outreach Grants
- MTF Participants
- Advocacy Groups

MassHealth (Internal) Coordination:

- Member Ed
- Virtual Gateway
- Customer Service
- MassHealth Operations

Interagency/State Collaboration:

- Division of Health Care Finance & Policy
- Connector Authority
- DPH
- DTA/Food stamps

Stakeholder Panel Members



Neil Cronin

Policy Analyst/Advocate
Massachusetts Law Reform Institute

Kim Simonian

Associate Director, Patient Access
Partners HealthCare, Community Benefit Programs

Suzanne Curry

Health Reform Policy Coordinator
Health Care For All

Lindsey Tucker

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Chip Joffe-Halpern

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