California’s Duals Demonstration: A Transparent and Inclusive Stakeholder Process

Margaret Tatar
Chief, Medi-Cal Managed Care Division
Department of Health Care Services
Stakeholder Engagement

1. Inclusive
   - Building relationships: Bridging stakeholders & state staff to facilitate two-way communication
   - Stakeholders include advocates, providers, health plans, lawmakers, county governments, beneficiaries and their family members
   - Open public meetings and open work groups
   - Focus on Accessibility

2. Transparent
   - Share all major announcements & updates with 2,300-person stakeholder email list
   - Seek public comment on documents; release red-lined version to show changes
Stages of Stakeholder Engagement

• Phase 1: Input on policy goals and framework
  • Contracted with Harbage Consulting to manage the stakeholder process
  • Develop relationships
  • Large public meetings to describe objectives and hear feedback
  • Develop communications tools
• Phase 2: Input to refine policies & develop implementation strategies
  • Work groups for specific topics
  • Legislature requirements
• Phase 3: Education & outreach campaigns
  • Target Beneficiaries and Providers
Phase 1: Input on Policy Goals & Framework

- **Aug. 2011 - March 2012**
- Meet with individuals and small groups to get input on concerns, barriers and opportunities
- Develop relationships and build trust
- Four large public meetings around the state in-person and with call-in option; ~250 participants
- After releasing the Request for Solutions (CA procurement) and Draft Demonstration Proposal held meetings to walk through them
- Posted all comments online and released “red-lined version” to show changes between draft and final
CA DHCS leadership is committed to transparency: posting key documents with red-lined edits after public comment period.
Develop a Communications Toolkit

- CalDuals domain & email address: www.CalDuals.org; info@calduals.org
  - Easy to remember; monitor traffic
- Constant Contact
  - Manage & segment 2,300 person list; plan meetings and conduct surveys
- Maestro Conferencing
  - Platform to conduct meetings via phone
- Adobe Acrobat
  - Make all documents accessible (Section 508 compliant)
- Social Media
  - Interactive website
  - Twitter
Keeping Stakeholders Informed

Demonstration Counties

The California Department of Health Care Services (DHCS) announced on Wednesday April 4, 2012 that Los Angeles, Orange, San Diego and San Mateo counties would be the initial participants in a proposed three-year demonstration project aimed at improving the coordination of care for low-income seniors and persons with disabilities who are dually eligible for Medicare and Medi-Cal.

Learn More

Get background information on California’s dual eligibles demonstration, including answers to Frequently Asked Questions.

Key Resources

Find key documents and links related to California’s demonstration to integrate care for dual eligible individuals.

Events

Track upcoming events related to the dual eligibles demonstration, including upcoming stakeholder work group meetings.
CalDuals Website Activity

8,200 total unique visitors
17,500 total visits
50% return visits
Phase 2: Input to refine policies & implement

- March 2012 – Winter 2012
- Public stakeholder workgroups
  - LTSS Integration (+ IHSS) (490 people)
  - Behavioral health coordination (290 people)
  - Beneficiary Notifications, Appeals and Protections (300 people)
  - Quality and Evaluation (285 people)
  - Fiscal and Rate Setting (290 people)
  - Provider Outreach (350 people)
- Each has its own web page; email list
- Input received during meetings, via website comments or emailed to info@Calduals.org
Ongoing Stakeholder Input

- As required by the Legislature, Medi-Cal (DHCS) will consult with stakeholders on:
  - A programmatic transition plan
  - Demonstration evaluation scope and structure
  - Quality and Fiscal Measures
  - Enrollment process and timelines
  - Beneficiary notices and communication plan
  - Quality assurance indicators for long-term services and supports
  - Scope, duration, and intensity of HCBS plan benefits
  - Any changes to population eligibility
  - Development of an universal assessment process
Phase 3: Education & Outreach Campaigns

• **Fall 2012 – all of 2013** (overlaps with phase 2)
• Demonstration enrollment will start no sooner than June 2013
• Medi-Cal (DHCS) developing an education and outreach campaign with a targeted, retail approach – beneficiaries AND providers
• Leverage partnerships with CBOs; regional offices of state and national legislators; ethnic medical societies and professional organization
• Target ethnic media
• Collaborate with health plans, when appropriate
• Ongoing stakeholder engagement & outreach throughout the implementation will be critical
More Information

• Website: [www.CalDuals.org](http://www.CalDuals.org)

• Email: [info@CalDuals.org](mailto:info@CalDuals.org)

• Twitter: [@CalDuals](https://twitter.com/CalDuals)