

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

Jane Ogle
Deputy Director
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

Transparency & Building Trust

California's Dual Eligible Demonstration Request for Solutions

January 27, 2012

Overview

Purpose

The California Department of Health Care Services (DHCS), Medi-Cal Managed Care Division, in partnership with the Centers for Medicare and Medicaid Services (CMS), invites qualified entities to submit a proposal to provide comprehensive health care services to individuals eligible for Medicare and Medi-Cal in California, known as dual eligibles. These proposals are being requested under California's Dual Eligibles Demonstration Project (Demonstration).

In coordination with the Federal Government, the State is planning the Demonstration for launch in 2013 to examine the benefits of coordinated care models. By enrolling a portion of dual eligibles into coordinated care delivery models, this three-year Demonstration (2013 to 2015) aims to test how aligning financial incentives around beneficiaries can drive streamlined, beneficiary-centered care delivery and can rebalance the current health care system away from avoidable institutionalized services and toward enhanced provision of home- and community-based services.

The purpose of this Request for Solutions (RFS) is to identify Applicants with the requisite qualifications and resources best suited to provide seamless access to the full continuum of medical care and social supports and services dual eligibles need to maintain good health and a high quality of life in the setting of their choice.

Applicants should note this Demonstration is pending stakeholder review and federal approval. The sites selected through this RFS process may be included in the Demonstration Proposal. DHCS will release the Proposal for public comment in March 2012 and submit to Centers for Medicare and Medicaid Services (CMS) later in Spring 2012. The Proposal will outline specific programmatic design elements and technical parameters. The Demonstration approach is subject to change until the Proposal is finalized and approved, which is anticipated to occur May 2012. All Demonstration sites and programs will be rigorously evaluated as to their ability to improve quality and reduce costs. Finally, sites must pass a rigorous Readiness Review prior to enrollment of any

CA DHCS leadership is committed to transparency: posting key documents with red-lined edits after public comment

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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

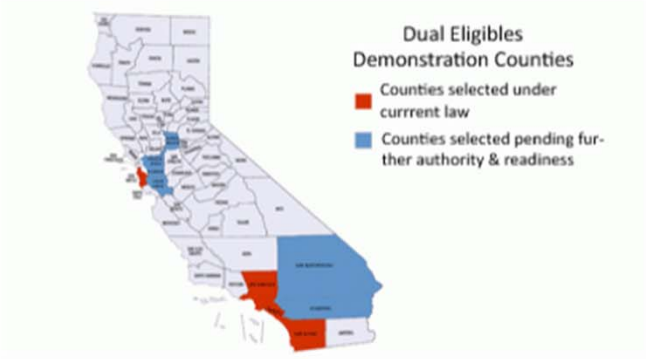
Keeping Stakeholders Informed

CalDuals Keeping you informed about Medicare/Medi-Cal integration

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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.


[Read More](#)

 **Learn More**
Get background information on California's dual eligibles demonstration, including answers to Frequently Asked Questions.

[Read more](#)

 **Key Resources**
Find key documents and links related to California's demonstration to integrate care for dual eligible individuals.

[Read more](#)

 **Events**
Track upcoming events related to the dual eligibles demonstration, including upcoming stakeholder work group meetings.

[Read more](#)

CalDuals Website Activity

CalDuals.org California
Visitor Activity
May 21-Sept. 7 2012

Visits

14,508

% of Total: 82.73% (17,537)

Pages / Visit

3.47

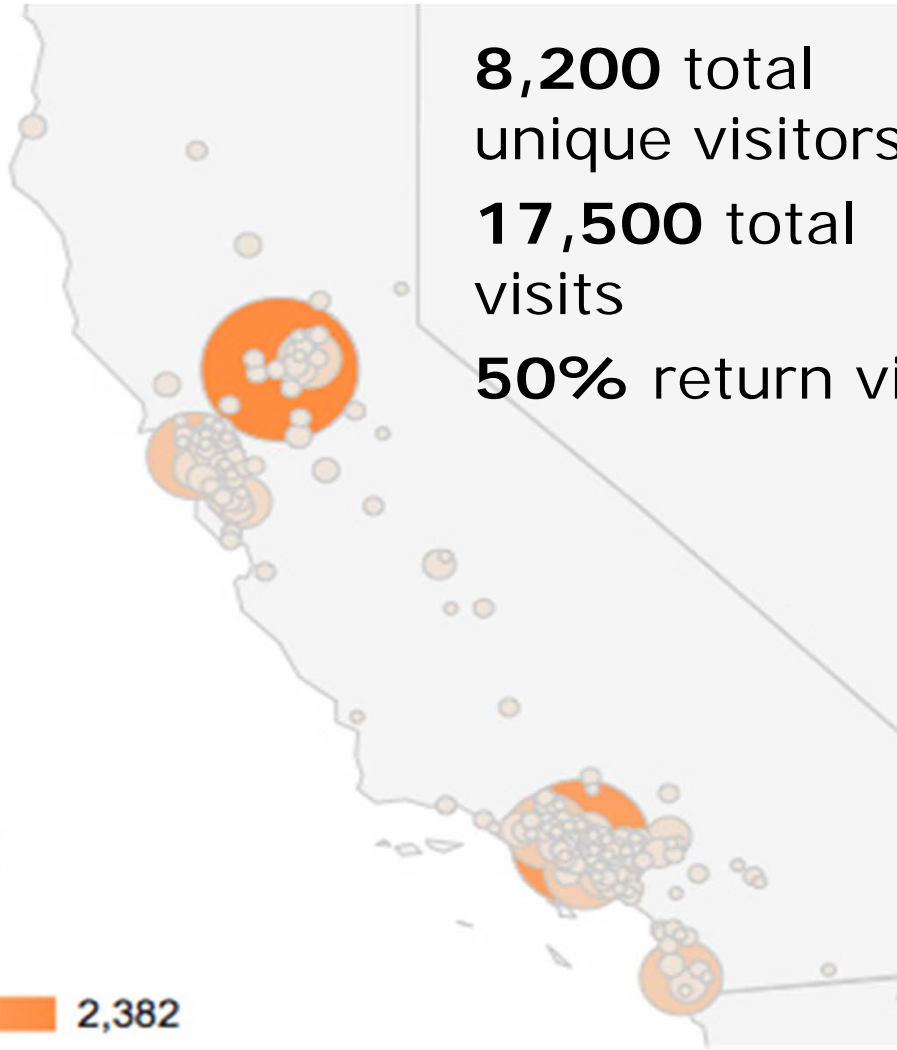
Site Avg: 3.39 (2.32%)

Avg. Visit Duration

00:04:13

Site Avg: 00:04:06 (2.81%)

8,200 total
unique visitors
17,500 total
visits
50% return visits



6  2,382

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
- Email: info@CalDuals.org
- Twitter: @CalDuals