Ohio Health Plans EPSDT
Outreach and Communication Strategy

12/2006

Childrens' Health & Wellness Vision (DRAFT): "OHP will establish a seamless, family centered and cost effective continuum of quality care for children through interagency and local partnerships."

Goal (DRAFT): "Create and implement (Harvey added the two previous words) an overarching OHP/Medicaid childrens' health and wellness agenda."

Strategy (DRAFT): "Achieve at least the (Harvey added previous 3 words) federal screening and participation ratios requirement (80% each; ensure accurate data and reporting)."

Objectives:

1. **Increase CDJFS adherence to Healthchek requirements & responsibilities.**
2. **Improve parents involvement in ensuring their children receive AAP required care and medically necessary care**
3. **Improve provider involvement and sufficiency, accuracy of billings.**
4. **Increase MCPs EPSDT education and outreach efforts to consumers.**
5. **Improve sister agency coordination and reduce duplication of programs or services.**
6. **Enhance local comm.-unity partner-ships, including with schools; draw from existing best practices.**
7. **Increase use of IT and e-health technology**.

Initiative	Objective	Status	Members	Audiences	Communication Method	Tracking/Report Format
Healthchek Advisory Committee	1, 2, 3, 4, 5, 6	Proposal written, determining who should be members. 12/06 The proposal has been shared with Sr. agencies	Potentially: Provider, counties, ODH, MRDD, MH, ODE, Voices for Children, Parents, FCFC, MCPs	Counties, parents, providers	Meetings, Video Conference/VC, Email	Meeting minutes/summary in weekly reports
County Level Workgroup Revamping of the 3528 • Electronic • Easier to use	1, 2, 3, 4, 5		Counties, state staff, MCP?	Counties	Meetings, VC, Email	Meeting minutes/summary in weekly reports
Yearly "In Service" Training • Review of rules • Issue Resolution • Best Practices	1, 2, 4, 5	On-going (12 sessions scheduled for Oct/Nov '06) As of 11/21/2006, 10 MC regions have been trained. Training completed 11/29; currently reviewing analysis; reworking presentation Jan 11, 2006 OHP staff "in service"	OHP—Healthchek staff lead	County Coordinators MCP Coordinators HMG Coordinators MRDD Staff State Staff Head Start	Training presentation; Handouts	Documentation of attendance in HC/PRS database; review of county profile; CMS416; Lawsuits
Quarterly (new worker) Trainings	1, 2, 4, 5		OHP—Healthchek Staff lead	County Coordinators	Training presentation; county visit	Documentation of attendance in HC/PRS database; review of county profile; CMS416

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Yearly Conference for Coordinators	1, 2, 4, 5, 6		Planning Committee: OHP, ODH	ODJFS Offices • OFS (Head Start) • OCF: childcare, IV-E • OHP • CDJFS • ODH • HMG • WIC • Head Start • Local Offices • Parents • CFFC	Notify by email; flyers in offices; Conference: • Presentations • Round Tables • Displays	Documentation of attendance; CMS416; Expenditures?
Healthchek Tip of the Week	1		OHP Staff: Healthchek staff, BHP Staff, Communications	Healthchek Workers	Email; Innerweb	Feedback via surveys, email box
Development of consumer brochures	2	11/06 Met with Communications Chief, Chief Fiscal Officer to discuss development of promotional materials. Need to get proposal from the Communications Chief. The Healthchek poster has gone through clearance, comments responded to, and 5 copies of poster sent to the 88 counties. PDF was shared with MCP with strict instructions they are not to put their logo on the poster or change the poster in anyway. they may include poster in their member ship packet. Poster has been shared with SR agencies and is now available for order online. An article in the provider quarterly newsletter may be included for the spring.	County staff, OHP staff: Healthchek, Communications	Parents, Guardians, Providers, Foster Parents	Display at CDJFS, Day Care Centers, Provider Offices	CMS416, COMPLIANCE, phone survey when consumers call in to particular areas, Lead test data, immunization data

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Parent "town hall" meetings • Preventive health • Resources available (WIC, HMG, Child Care, Housing, Transportation, PRC, Job Training) • Importance of Periodicity Schedule • You and Your Teen • Immunizations	1, 2, 5, 6		ODJFS—OHP, OCF, OFS, Workforce Development ODH: HMG, WIC, Head Start, Lead Initiatives	Parents, Guardians, Providers, Foster Parents, local county staff	Meeting Forum	CMS416, COMPLIANCE, Provider records, Surveys, County case records Lead test data, immunization data,

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Public Service Announcements	1, 2, 3, 4, 5, 6	Discussed possibility of such announcements with Communications Chief during outreach meeting in anticipation of the new governors direction.	OHP Staff; Legal; Advocates	Parents, Guardians, Providers, Foster Parents,	TV Adds, Radio, Billboards, Posters	CMS416, COMPLIANCE, Provider records, Lead test data, immunization data, Surveys, County case records
County Collaborations	1, 2, 4, 5,	3 county working collaborations: Cuyahoga, Hamilton, Mahoning	ODH staff, counties, ODJFS staff, advocates, providers	Parents, Guardians, Providers, Foster Parents	Trainings, meetings, flyers, letters, brochures	Lead test data, CMS416, COMPLIANCE, immunization data
OHP Training	1, 2, 3, 4, 5, 6, 7	Staff will present a high-level overview of Healthchek to OHP staff January 11, 2007	OHP Staff	OHP Staff	Training	Understanding
Provider Training—more robust than currently available	2, 3, 4	12/06 Have reviewed current training available; need to meet with supervisor of area to discuss adding a more robust training.	OHP Staff	Providers: Pediatricians, Family Practice, General Practitioners, OB/GYN, Hospitals, FQHC, Dentist, Vision, Hearing	Training	Lead test data, CMS416, COMPLIANCE, immunization data, Provider records
DSS (BIC) monthly reports to counties	1, 7	2-CSR submitted 1/05	OHP Staff/MIS	OHP Staff/County Staff	Training; Reports Sent	Lead test data, CMS416, COMPLIANCE, immunization data
Beefed up Web Page	1	12/06 Staff are setting up meetings with Communications Unit to discuss the Healthchek/PRS webpage and work on making it easier for counties to access. Met with OHP PMO staff to discuss the development of a web page for the CHW Committee.	OHP Staff/MIS SR. Agencies	OHP Staff/County Staff	Internet	Lead test data, CMS416, COMPLIANCE, immunization data
Communication/meet with other states making 80% benchmark	1, 2 , 3 , 4, 5, 6, 7	Reviewed last years data, Talked with Colorado—same numbers as OH, however, only 390,299 children in program and 23 counties to manage.	OHP Staff, Other states	OHP Staff	Video Conference, Meetings, Teleconference	Understanding/share
Video training tape (CW interviewing/completing 3528)	1, 2, 5		OHP Staff/'Art, telecommunications students?	County Staff	Computer Based Training	Understanding/compliance/CMS416

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BEN/MITS Components	1, 2, 3, 4, 5, 6, 7	11/06 Reviewed MITS BR for reporting added components to ensure a complete picture and interfacing with BEN.	Healthchek SME	MIS, Project Staff	Meetings	County Feedback, MEQC findings, Compliance, CMS416
Universal Form	1, 2, 5		Sister Agencies, ODJFS, OCF	Parents		

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