



Navigating the Changing Healthcare Landscape

# Enhancing the Member Experience in Managed Care

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# Today's Learning Objectives



Learn methods to determine and respond to the unique engagement needs of member populations and stakeholder groups



Understand the importance of learning preferences for information exchange



Understand the process for offering suggestions and feedback to improve the member experience

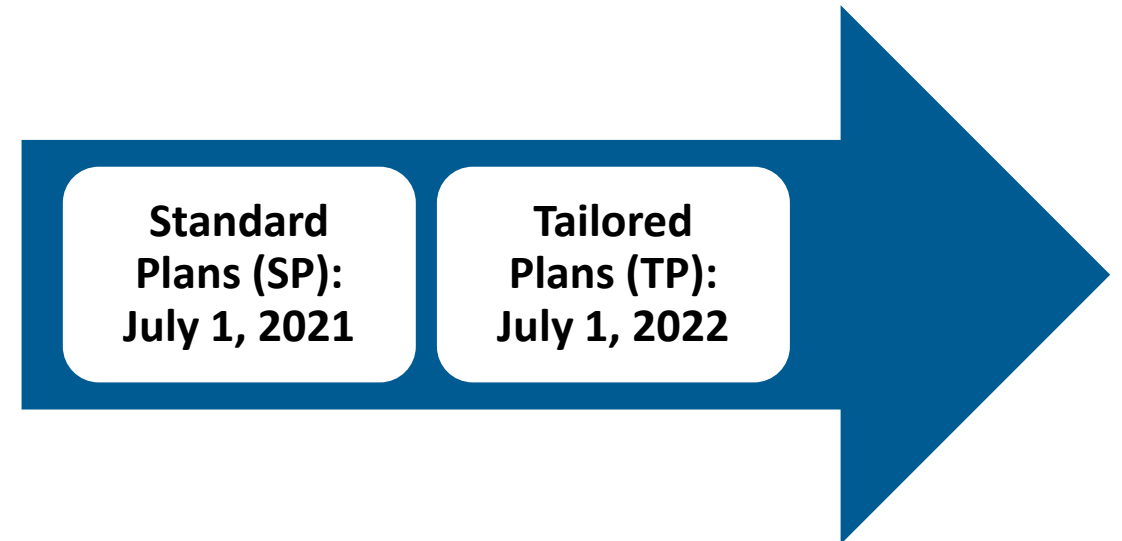


Learn about Vaya's existing stakeholder groups and new groups within Tailored Plan

# Managed Care Transformation Refresher

## North Carolina's Vision for Managed Care:

*To improve the health of North Carolinians through an innovative, whole-person centered, and well-coordinated system of care that addresses both the medical and non-medical drivers of health*



# Who are the Members Vaya Serves?



# As a Tailored Plan, Vaya Will Serve:

- Individuals with serious emotional disturbance (SED) or a diagnosis of “severe” substance use disorder (SUD) or traumatic brain injury (TBI)
- Individuals with a developmental disability as defined by Chapter 122C of the NC General Statutes
- Individuals with mental illness who:
  - Meet TCLI criteria
  - Had 2+ psychiatric hospitalizations or admissions within prior 18 months
  - Are known to have had one or more involuntary commitments (IVC) within prior 18 months
  - Had 2+ visits to the emergency department (ED) for a psychiatric issue within prior 18 months
- Individuals with any diagnosis who have had 2+ episodes using behavioral health (BH) crisis services within prior 18 months
- Individuals receiving any services currently covered by LME/MCOs that are NOT covered by SPs
- Children with complex needs
- Children aged 0-3 with or at risk of developmental delay or disability
- Children involved with DJJ/ DDP “who meet criteria established by DHHS

# Who/What is Part of the Member Experience?



# Why is Enhancing the Member Experience Important?

- Members who have a positive experience may be more likely to engage
- Member engagement is linked to improved health outcomes, such as:
  - Better management of chronic health conditions
  - Scheduling of preventive tests
  - Appropriate emergency department use
  - Lower rates of hospitalization
- Member engagement allows individuals to have input into their health systems and communities



## Try this!

Invite members to participate in decisions and conversations that impact their services and supports.

# Strategies to Improve Member Engagement





# Implementation Example

- Inform members of opportunities to participate in committees, advocacy, policymaking and/or health plan governance
- Meeting planning and preparation
- Demonstrate that members are valued:
  - Stipends
  - Mileage reimbursements
  - Document format and delivery
  - Completing the feedback loop and providing data on results



## Try this!

Host member and stakeholder meetings at **consistent times** and provide plenty of time to review packet materials prior to meetings.

# **Determining Member Engagement Needs and Information Exchange Learning Preferences**



# What Information Do We Share with Our Members?

- Print (brochures, handbooks, flyers, forms, etc.)
- Digital documents/attachments
- Text messages
- Social media posts
- Infographics
- Audiovisual (phone, radio, television)



## Try this!

Involve members in the preparation and review process when you create materials with members as the intended audience.

# Member Communication and Learning Considerations

- Language
- Readability
- Plain language
- Health literacy
- Digital literacy
- Graphics
- Demonstration
- Others?



## Try this!

Looking for guidance regarding plain language and health literacy?

- Find OOC **job aids** on [VERN](#)
- **Be concise:** [plainlanguage.gov/guidelines/concise](https://www.plainlanguage.gov/guidelines/concise)
- **CDC Clear Communication Index:** [www.cdc.gov/ccindex](https://www.cdc.gov/ccindex)

# Member Communication Preferences



## **Try this!**

Vaya can connect members seeking information about services and supports with free translation and interpretation services for more than 150 languages. **Contact Member Services** for more information.

# Tools to Enhance the Member Experience



# Feedback Loop

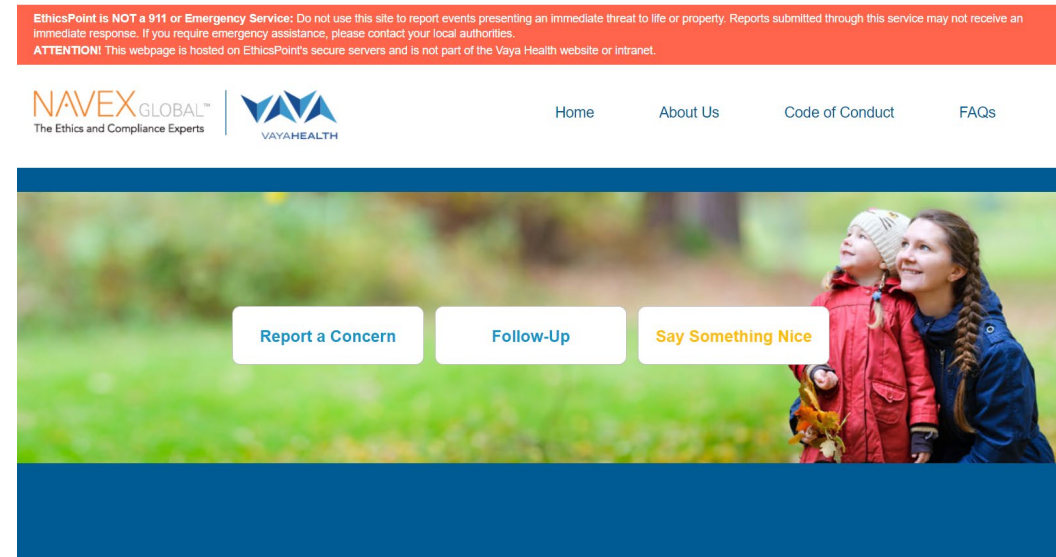


## Try this!

Provide a reliable feedback loop for member suggestions. Follow-through is essential so members know where their feedback goes and the impact or outcome.

# Report Ideas to Improve the Member Experience

- Vaya’s “no wrong door” approach to comments, compliments, grievances
- EthicsPoint
- NC Medicaid Ombudsman  
1-877-201-3750  
ncmedicaidombudsman.org



vayahealth.ethicspoint.com



# Current Vaya Member Engagement Groups

Consumer & Family  
Advisory Committee (CFAC)

Human Rights  
Committee (HRC)

Innovations  
Stakeholder Group



# Consumer and Family Advisory Committee (CFAC): A Powerful Voice

- Self-governed
- Made up of members and family members with lived experience from all counties within catchment area
- N.C.G.S. 122C-118.1 designated that three CFAC representatives be members of Vaya's Board of Directors



# Consumer and Family Advisory Committee (CFAC)

## CFAC's Statutory Responsibilities (Excerpted from Part 4A, N.C.G.S. 122C-170)

The CFAC shall undertake all of the following:

- Review, comment on, and monitor the implementation of the local business plan
- Identify service gaps and underserved populations
- Make recommendations regarding the service array and monitor the development of additional services
- Review and comment on the area authority or county program budget
- Participate in all quality improvement measures and performance indicators
- Submit to the State Consumer and Family Advisory Committee findings and recommendations regarding ways to improve the delivery of mental health, developmental disabilities, and substance abuse services



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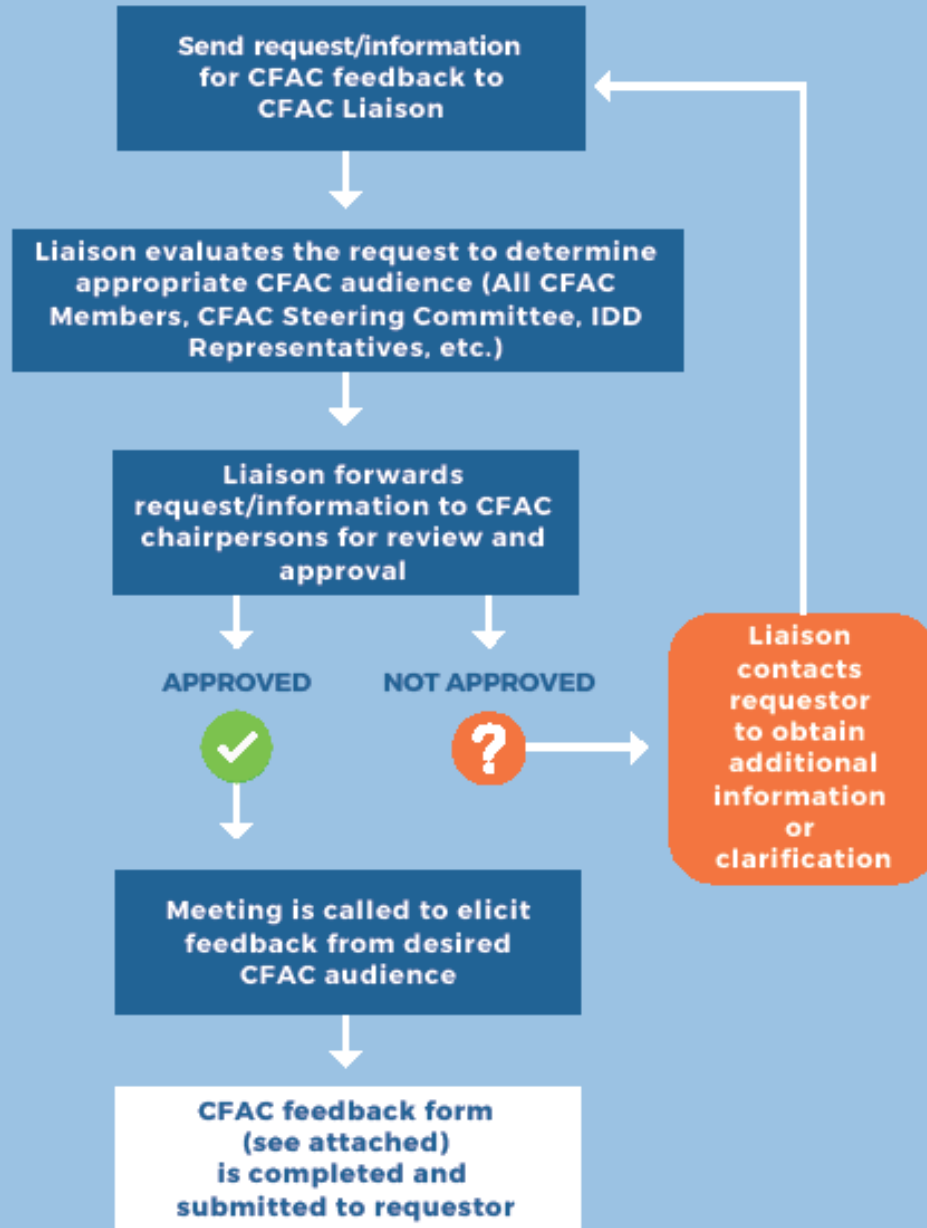
# CFAC FEEDBACK PROCESS



## CFAC LIAISONS

Stacy Sorrells, Director of Member Engagement and Outreach

Vanessa Brumfield, Member Engagement and Outreach Manager



# Vaya's Human Rights Committee (HRC)

- Sponsored by Dr. Craig Martin
- Reports to Vaya's Board
- Internal and external members from across Vaya's catchment
- Meets quarterly; third Thursday
- Reviews aggregate data for incidents and grievances
- Accepts special review requests from members and caregivers



# Vaya's Human Rights Committee (HRC)

## **N.C.G.S. 122C-51. Declaration of policy on clients' rights**

It is the policy of the State to assure basic human rights to each client of a facility.

- These rights include the right to dignity, privacy, humane care, and freedom from mental and physical abuse, neglect, and exploitation.
- Each facility shall assure to each client the right to live as normally as possible while receiving care and treatment.
- It is further the policy of this State that each client who is admitted to and is receiving services from a facility has the right to treatment, including access to medical care and habilitation, regardless of age or degree of mental illness, developmental disabilities, or substance abuse.
- Each client has the right to an individualized written treatment or habilitation plan setting forth a program to maximize the development or restoration of his capabilities.

*(1973, c. 475, s. 1; c. 1436, ss. 1, 8; 1985, c. 589, s. 2; 1989, c. 625, s. 7; 1997-442, s. 1.)*

# Innovations Stakeholder Group

- Share new information and receive participant feedback on topics including:
  - N.C. Innovations Waiver services implementation
  - Employer of Record
  - Supports Intensity Scale (SIS) policy and use
  - Resource allocation policy and use
- Meets quarterly



# Innovations Stakeholder Group: Real-time Feedback

For each statement below, please circle the number to the right that best fits your judgment of its accuracy. Use the rating scale to select the accuracy number.

Survey Item	Scale				
	F a l s e	Somewhat True			T r u e
1. At the beginning of the program, I was told what information would be covered.	1	2	3	4	5
2. The presentations helped me learn about new concepts and information.	1	2	3	4	5
3. The meeting room was comfortable.	1	2	3	4	5
4. I received adequate notice about the time and date of this meeting.	1	2	3	4	5
5. Presenters were clear and easy to understand.	1	2	3	4	5
6. Overall, I was satisfied with this meeting.	1	2	3	4	5
7. This meeting is valuable.	1	2	3	4	5

**Additional comments:**

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# Looking Ahead to Tailored Plan

New Stakeholder Groups:

- Long Term Services and Supports Stakeholder Group
- Traumatic Brain Injury Stakeholder Group



# **Long Term Services and Supports (LTSS) Stakeholder Group**

**Purpose:** The Long Term Services and Supports (LTSS) Member Advisory Committee will garner stakeholder input and advice regarding the LTSS services covered under the BH I/DD Tailored Plan contract.

## **Membership will include:**

- Members accessing LTSS
- Representatives of LTSS members (e.g., authorized representatives)
- LTSS providers
- Care managers from AMH+ practices and CMAs serving members with LTSS needs
- BH I/DD Tailored Plan staff involved in the authorization of LTSS and/or care management of LTSS members

**Will meet quarterly**

# **Traumatic Brain Injury (TBI) Stakeholder Group**

**Purpose:** The Traumatic Brain Injury (TBI) Stakeholder Group will provide recommendations regarding implementation of TBI waiver services and policies.

## **Membership will include:**

- TBI Waiver members
- Families
- Advocates
- Service providers

**Will meet quarterly**

# Looking Ahead to Tailored Plan

- Vaya will continue to design policies and procedures that value member voice and facilitate member representation in decision making processes
- Exploring new applications that offer broader opportunities to interact with members
- Personalized plans/advancements in whole person care strategies
- Language options
- Incentive programs

# Vaya's Vision

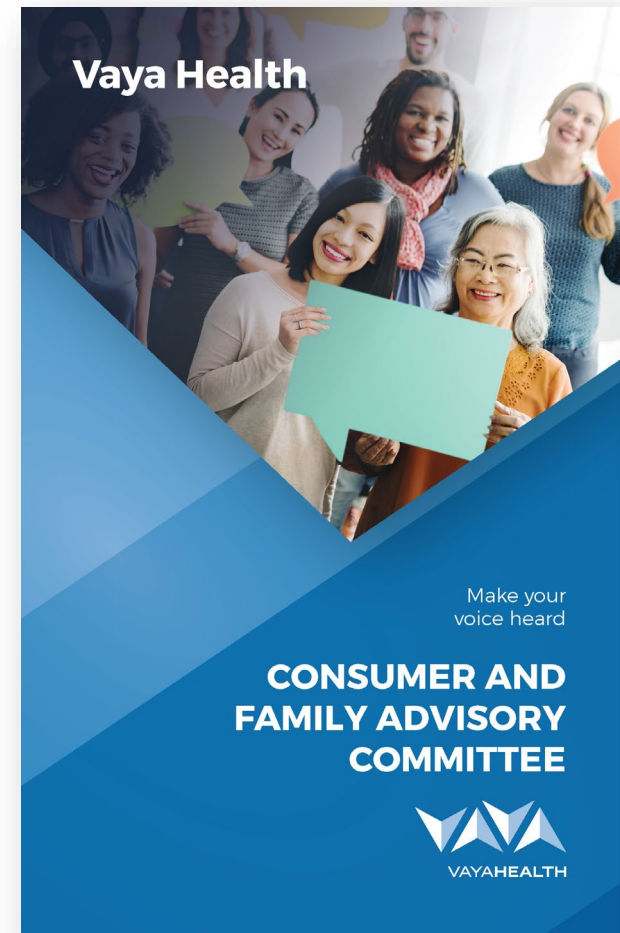
## Communities Where People Get the Help They Need to Live the Life They Choose

- Demonstrate respect for the member
- Ensure the member has a voice in their health journey
- Provide easy access to information and services
- Communicate member rights and responsibilities
- Share information in the preferred format and in plain language, with further explanation as needed



# What Can You Do to Enhance the Member Experience?

- Ask about, listen to and honor member preferences
- Share member engagement opportunities
  - Vaya calendar of events
  - CFAC information and application
  - HRC information and application
  - More opportunities will be added
- Contact Member Engagement for more information
  - Stacy Sorrells, ext. 5134  
[stacy.sorrells@vayahealth.com](mailto:stacy.sorrells@vayahealth.com)
  - Vanessa Brumfield, ext. 4401  
[vanessa.brumfield@vayahealth.com](mailto:vanessa.brumfield@vayahealth.com)



# Questions?

