

April 14, 2017

## Steering Committee April 2017 Meeting Summary

### Attendance

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#### Steering Committee Members

*Present:* Connie Conklin, Trish Cortes, Bob Guenzel, Norman Herbert, Ellen Rabinowitz, Pam Smith, Doug Strong, Marianne Udow-Phillips, Brent Williams

*Phone:* Dave Brooks, Ann Davis, Marti Walsh

*Absent:* Jack Billi, Tony Denton, Nancy Graebner, Peter Jacobson, Bob Laverty, David Sarns, Mary Beth Skupien, Rosalie Tocco-Bradley,

#### Work Group Chairs

*Present:* Brandie Hagaman, Paul Valenstein

*Phone:* Ruth Kraut

#### Guests

*Present:* Janelle Papin

#### CHRT staff

*Present:* Nancy Baum, Megan Foster Friedman, Elizabeth Jahn, Jeremy Lapedis, Yi Mao, Carrie Rheingans

### Key Summary Points

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- **Open Enrollment 4 Report:** During this fourth Health Insurance Marketplace Open Enrollment period (November 1, 2016 to January 31, 2017), WHI provided opportunities for 20 student volunteers from disciplines across the University of Michigan to help with local outreach to increase awareness and knowledge of health insurance coverage options for which people might be eligible under the Affordable Care Act. Activities during this period consisted of training 20 volunteers, distributing over 6,000 flyers, and holding 12 outreach and 8 enrollment events in targeted locations in Washtenaw County. The Washtenaw Health Plan provided financial and staffing support for these activities. At the enrollment events, 58 people were enrolled in health insurance. Overall, WHI partners enrolled 711 people in Marketplace plans and 13,360 people in Medicaid/Healthy Michigan Plans during 2016. With increased anxiety from immigrants and the lack of a push from the federal government, enrollment this year was down. Strengths from this period include increased engagement from students and community partners, more strategic flyer distribution, and a greater number of community members reached as a result of more outreach and enrollment events held than last year. There were some weaknesses, notably with timing of flyer distribution and the impact of outreach and enrollment events. Despite this, lessons learned can help the WHI improve the effectiveness of its outreach and enrollment efforts for the next open enrollment period. **CHRT staff** will modify the outreach and enrollment report to note that United Way is on two bus routes.
  - *Considerations for the next open enrollment period:* The next open enrollment period is expected to be shorter (November 1, 2017 to December 15, 2017), and it is not expected that there will be much help from the federal government in

enrolling individuals. The Medicaid/Marketplace Outreach and Enrollment Work Group will reconvene earlier this year to plan for the open enrollment period. Key points to consider in the next period were:

- Frontloading enrollment events and other activities to encourage people to sign-up quickly
  - Reconsidering the effectiveness of enrollment events, as there may be other ways to more effectively reach people.
  - Ensure that funding for flyers is approved at the beginning of open enrollment.
  - Working with Dave Brooks and SJMHS to make sure that events can be held with EMU students who may be eligible for Medicaid.
- **SIM Update:**
    - *IT Approval Process:* A group consisting of Doug Strong, Paul Valenstein, Mike Klinkman, and CHRT staff met to select an IT vendor based on capabilities, budget, ability to do the work, speed, installed base in the community, and current hublet considerations. The group vendor selected meets these criteria (including the budget criterion), and the group will work on developing a contract with the vendor with input from technical experts. The WHI Steering Committee approved this process to select and contract with a vendor.
    - *Intervention Update:* The SIM Hublets were selected by a group consisting of Dianne McCormick, Pam Smith, and Paul Valenstein. They are: Avalon Housing, Michigan Medicine CCMP, Corner Health Center, Home of New Vision, Jewish Family Services, IHA, Livingston Catholic Charities, Livingston County Community Mental Health, Packard Health, St Joe's Complex Care, Washtenaw County Community Mental Health, and the Washtenaw Health Plan. The group will be meeting to plan the work flows and procedures for the SIM intervention. CHRT staff met with members of Blue Cross Complete, who expressed interest in being involved in the intervention through referrals and case conferences with shared residents. They have two community health workers in Washtenaw County, who may be able to collaborate with the SIM intervention.
  - **WHI Strategic Planning:** The WHI Strategic Plan process was outlined during this meeting. The timeline was acknowledged to be ambitious, and it may not proceed exactly on schedule as issues arise. The Steering Committee agreed that the next strategic plan should cover three years (from 2018-2020). The following general outline was approved:
    - *April:* Define length of next WHI plan that will begin January 2018
    - *May:* Gather any background information requested by Steering Committee
    - *June:* Solicit feedback on proposed process from WHI Stakeholders Group
    - *July – September:* Gather additional data if necessary; create draft strategic plan
  - *Questions for Strategic Planning Process:* **CHRT staff** will work to gather background information to come back to The Steering Committee in May. We may need to conduct interviews or have meetings with key individuals. **Jeremy** will include a report of his dissertation—which included an evaluation of the WHI based on interviews with WHI members—at the next Steering Committee meeting. The Steering Committee discussed key considerations for the strategic planning process:
    - Mission, vision, and what projects the WHI keeps should be revisited.

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- The strategic planning process should include both scope and project issues as well as WHI governance issues.
- Apart from the SIM, the WHI should consider how Livingston County should be involved going forward.

### **Action Steps**

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- **CHRT staff** will modify the outreach and enrollment report to note that United Way is on two bus routes.
- **CHRT staff** will work to gather background information to come back to The Steering Committee in May for the WHI Strategic Planning Process.
- **Jeremy** will include a report of his dissertation—which included an evaluation of the WHI based on interviews with WHI members—at the next Steering Committee meeting.

### **Next Meeting**

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Wednesday, May 17, 2017 3:00 – 4:30 PM