

## **Managed Long Term Care Informational Materials**

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# Managed Long Term Care

## IMPLEMENTATION MEETING

- a) Materials Development Process**
- b) Description of the Materials**
- c) Guidelines in Developing Materials**
- d) Stakeholders & Consumer Review**

# Managed Long Term Care

**MAXIMUS uses a standard process when developing informational materials for managed care enrollment program implementations**

	Development & Review
1.	MAXIMUS & State develop text-only drafts
2.	Conduct readability sessions with consumers (MAXIMUS Center for Health Literacy)
3.	Program Stakeholders review formatted draft with State
4.	MAXIMUS finalizes and produces State and CMS-approved materials

## Description of Materials

Item	Features
<b>Announcement Letter: Mandatory Plan enrollment</b>	<ul style="list-style-type: none"><li>- Notice will be sent to in-care population</li><li>- Explains who will need to join a Plan</li><li>- Includes the date when the mandatory program begins</li><li>- Includes a message to call New York Medicaid Choice with any questions</li><li>- Includes a multi-lingual message to call New York Medicaid Choice about this letter</li></ul>
<b>Initial enrollment notice</b>	<ul style="list-style-type: none"><li>- Notice informing the consumer to enroll</li><li>- Includes the date by which consumer must choose a Plan</li><li>- Explains the contents of the enrollment packet</li><li>- Explains the role of New York Medicaid Choice</li><li>- Urges consumers to speak to a New York Medicaid Choice counselor</li></ul>
<b>Plan List</b>	<ul style="list-style-type: none"><li>- Plans are organized by Plan Type</li><li>- Color and shape-coded sections correspond to colors and shapes in the Informational Guide</li></ul>

## Informational Guide

GUIDE TOPICS	INFORMATION
<b>Who Must Join a Plan</b>	– Describes characteristics of mandatory population
<b>Plan features &amp; services:</b>	– Care Manager, Plan of Care, list of services
<b>How to Choose:</b>	<ul style="list-style-type: none"> <li>– Describes the 3 Plan Types: Managed Long Term Care Medicaid (Partial) , MAP, and PACE</li> <li>– Call New York Medicaid Choice to ask questions, learn about a Plan’s provider network, and any specific rules for joining a plan</li> </ul>
<b>Plan Member Information:</b>	– Member handbook, rights & responsibilities, changing plans, grievances, and fair hearing overview.

## Follow-up Notices

**1<sup>st</sup> Reminder Letter:** 30 days after initial enrollment packet

**2<sup>nd</sup> Reminder Letter:** 45 days after initial enrollment packet  
Includes the name of the plan in which the consumer will be auto-assigned to

**Auto-assignment Notice:** 60-days after initial enrollment packet

**Outbound phone campaigns are conducted along with the initial and reminder notices**

## Additional Notices & Materials

**Other Notices: Enrollment Confirmation, and Packet Requests**

**Exemption & Exclusion Forms**

**New York Medicaid Choice Website**

## **Use plain language**

- Easy-to-read language that is familiar to most readers
- Well-organized information, respectful tone

## **Translations**

- Information will be translated to Spanish, Russian & Chinese
- The translations will be adapted for clarity, with the readers cultural context and education levels taken into account

## **Formatting and Style**

- Appealing, familiar fonts, large text
- New York Medicaid Choice toll-free phone number and TTY frequently displayed in call-out box and on notices and forms
- Website will also be frequently mentioned

## **Other Formats**

- Information will be available on compact disc in English, Spanish Mandarin, Cantonese, and Russian
- Website will be 508 compliant
- Counselors are also available to read information

## Consumer testing

MAXIMUS Center for Health Literacy is a nationally-recognized leader in testing written materials & websites for consumer readability and comprehension. The Center conducts testing and training and supervising program staff in testing materials.

MAXIMUS is engaging the Center to:

- Conduct one-on-one testing with consumers for readability
- Ensure that consumers understand the materials
- Revise materials as a result of testing outcomes