MSHO Diversity Outreach Grants

A partnership between the Minnesota Department of Human Services, Briva Health, Lao Assistance Center of Minnesota, Stairstep Foundation, and Volunteers of America
AGENDA

- Introduction of the purpose of grants
- Volunteers of America
- Stairstep Foundation
- Briva Health (Somali Health Solutions)
- Lao Assistance Center of Minnesota
- Closing Remarks from DHS
Minnesota Senior Health Options

- Minnesota Senior Health Options (MSHO) is a health care program which combines Medicare and Medical Assistance (MA) into one program for senior who are eligible for both.

- The benefits include:
  - One card for all health care services, including prescription drugs
  - A care coordinator to help find and navigate Long-Term Services and Supports (LTSS) and health care
  - Less paperwork
  - = Improved health outcomes
The Funding Source

- MSHO is currently in a demonstration, in order to work on initiatives to improve beneficiary experience of the program – this is called the “Dual Demonstration”
- This demonstration has an implementation grant to help the State and its partners achieve the demonstration objectives.
- Funding was provided specifically to do outreach to culturally diverse groups regarding MSHO.
- Determined it best to provide grants to community-based organizations to do that outreach.
Initial Research

- Enrollment in MSHO and the mandatory program, Minnesota Senior Care Plus (MSC+) has a very similar racial composition, however:
  - People identifying as Asian are more likely to enroll in MSHO
  - People identifying as Black are less likely to enroll in MSHO
- Our biggest priority is to ensure people of all cultural backgrounds have an equitable opportunity to know about and understand the MSHO program.
- Want our demonstration to have an equitable effect on all beneficiaries.
The Grants

- Published an RFP and through a competitive bid process negotiated four separate contract with four community based organizations. The grantees are:
  - Briva Health (formerly Somali Health Solutions) – serving the Somali and East African community
  - Lao Assistance Center of Minnesota – serving the Lao community
  - Stairstep Foundation – targeting the African American community
  - Volunteers of America – primarily focusing on the Hmong and African American communities
- Grant period from September 2015 to August 2016
Purpose of the Grants

- Tailored grant activities to fit the needs and preferences of each cultural community, but overarching objectives are:
  - Do outreach to cultural community about the MSHO program
  - Providing assistance enrolling in MSHO
  - Creating culturally appropriate materials about MSHO
  - Collecting feedback about cultural preferences for health care and LTSS programs, MSHO in particular
- Each grantee proposed grant activities to fit their organizational structure and their targeted communities
Grantee Presentations
Minnesota Senior Health Options (MSHO) Outreach, Education and Assistance to Somali Communities

Asi Ashkir, RN, MPH
August 30, 2016
About Briva Health

• Year Founded: 2012
• Location: two offices in Minneapolis and one in Saint Cloud.
• Mission: to deliver creative and effective health solutions for health organizations with the goal of improving access to care and outcomes for hard to reach populations.
• Partial Client List: Allina; Blue Cross Blue Shield; Fairview; Health Partners; MNsure; Maximus; Medica, University of Minnesota; Department of Human Services
Our Programs

• MNsure navigator program: among the largest in the state with 18 certified navigators; provided enrollment assistance for more than 15,000 people)

• Outreach and education

• Cultural competency training

• Research and consulting
Objectives

• Develop culturally appropriate MSHO education materials

• Conduct outreach and education events for potential Somali elders eligible for MSHO.

• Provide MSHO enrollment referrals and resources to potential enrollees

• Use local Somali mass media to help raise awareness about MSHO
Implementation Strategies

• Identify key informal partners for MSHO outreach and education

• Train representatives from informal partners on MSHO and its benefits

• Work with and engage informal partners in conducting outreach and education activities
Project Materials

- Developed culturally and linguistically appropriate materials
  - Brochures
  - Radio script
  - TV add
Informal Partner Training

One group and five onsite individual trainings completed
A total of eleven partners trained (1-2 representatives)
• Adult daycare centers
• Mosques
• Senior living areas
• Community centers
• Local mass media

Training presentation
• MSHO and benefits, and Q&A
• Team developed a draft of outreach work plan and a calendar of events at each partner venue
Outreach Events

• A total of 14 events completed
• 414 elders reached
• 2,260 brochures distributed
• 41 people assisted with enrollment application
Lessons Learned from Outreach

• Informal partners (e.g. adult daycare centers) aware of MSHO but not its application process and where to direct elders for enrollment assistance

• Existing MSHO holders unaware their MSHO status and its benefits (i.e. care coordinator role)

• Many elders hesitant to apply for MSHO, unsure how it may affect their other benefits

• Majority of Somali elders did not have part D; most unaware of its existence and benefits
Recommendations

- Build on outreach and education efforts to increase MSHO awareness among Somali elders
- Partner with and engage institutions serving Somalis to help educate about MSHO benefits
- Partner with Somali community agencies to provide culturally and linguistically appropriate enrollment assistance
Questions?

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Thank you!

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Lao Assistance Center of Minnesota and MSHO Outreach

Presented by Chongchith Saengsudham and Reed Larsen
Who We Are

• The Lao Assistance Center of Minnesota (LACM) was established by ethnic Lao in 1983 to respond to the urgent resettlement needs of fellow Lao refugees.

• LACM’s mission is to enhance the quality of life of Minnesota Lao families. Goals include meeting basic needs, increasing self-reliance, reducing social isolation all while promoting cultural equity.

• Governed by a 9-member Board of Directors and staffed by 4 full-time and 1 part-time employee who are fluent in 5 different languages and dialects.
What We Do and Who We Serve

- LACM annually serves more than 750 low-income community members (i.e., ethnic Lao, Tai Dam, Mein, Khmu, Yao and other Lao ethnicities) of all ages.
- Programs include walk-in services, health services, housing services, employment services, and civic and cultural engagement promotion.
- Integral to each program is a combination of direct service AND education.

Our ED, Sunny, educating younger community members
LACM used a three prong approach to expand the communities knowledge of the MSHO Program and meet grant goals:

I. Outreach at community events
II. One on one counseling/small group informational sessions
III. Train the trainer sessions
Outreach at community events

- Community engagement was perhaps the most crucial.
- Sites visited include temples and other religious institutions, salons, barber shop, elder circles, social events and celebrations.
- Activities included distribution of physical informational material (brochures/pamphlets), informal lectures and video presentations.
One on One Counseling

- 1:1 counseling increased in popularity as more information was disbursed.
- The effectiveness of 1:1 counseling was measured through a pre/post 7 question quiz.
- 1:1 counseling is a bit of a misnomer. Clients frequently came with trusted loved ones/caregivers.
Train the Trainer Events

- Programming consisted of a 7 point curriculum, and demonstration of program materials.
- Featured sample of potential medical cards
- Video Showing (300+ views outside of scheduled showings)
- Informal/Friendly to maintain relationship with community
The MSHO brochure

What is MSHO?

Minnesota Senior Health Options (MSHO) is a program which combines Medicare and Medical Assistance benefits into one program for less paperwork, more care coordination, and additional benefits. All Medicare benefits, like hospital coverage, doctor visits, and most prescription drugs, are included, as well as the Medical Assistance benefits you are qualified to access. Some of the Medical Assistance benefits you may receive or be qualified to receive are services which help you stay in your home like Personal Care Assistance (PCA) and Home Care Nursing (HCN), but the first 180 days of a nursing facility stay is also covered.

Who can sign up for MSHO?

- People 65 or older
- Those who have Medical Assistance (MA) and Medicare Parts A and B

Am I eligible for MSHO if I am in a nursing home?

As long as you are eligible for the MSHO program, you may enroll while living in a nursing home. A care coordinator will be assigned to you and will help coordinate your care by working with your primary care doctor and nursing staff.

If I join MSHO, can I opt out later?

You can opt out of MSHO at any time. To opt out you must write a letter to your MSHO health plan and your enrollment will end at the end of the month. Opting out must be done in writing; you cannot opt out by phone.

How can I get unbiased advice about enrolling in health plan?

Our team members will be able to give factual information about your insurance plan options, so you can choose what works for you. To schedule a free one-on-one appointment at our office, at your home or to talk on the phone, contact Chongchith Saengsudham at 612-374-4967 or chongchith@laoctercenter.org.

How does MSHO bring down my medical cost?

MSHO covers co-pays for covered medical services and preventative office visits.

What makes a MSHO plan easier to use?

- You will have one person who coordinates your care, who will make sure that your primary physician, physical therapist, home RN; and hospital staff will be on the same page. The care coordinator will also assess your need for services, such as home care and addressing home safety.
- You will only need one insurance card. This card is for all covered medical, dental, and prescription drugs.

For more information or need help to enroll contact LACM

Chongchith Saengsudham
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Minnesota Senior Health Options Fact Sheet

Minneapolis, MN - Minnesota Senior Health Options (MSHO) offers a range of health plan options for Medicare-eligible individuals. MSHO is a Medicare Advantage Plan. This fact sheet provides information on the benefits and services offered by MSHO.

Benefits:
- Comprehensive healthcare coverage
- Access to a network of healthcare providers
- Prescription drug coverage
- Quarterly blood pressure and cholesterol screenings
- Quarterly toenail trim
- Prenatal and postpartum care
- Transportation services
- Case management
- Vision and hearing services

Format:
- This fact sheet is designed to be easy to read and understand.
- It provides a quick overview of the benefits and services offered by MSHO.
- It is updated regularly to reflect changes in the plan.

Contact Information:
- MSHO Customer Service: 1-877-731-8215
- HealthPartners Enrollment: 877-713-8215
- UCare, Medica, and Blue Cross Blue Shield Enrollment: 877-713-8215
- UCare, Medica, Blue Cross Blue Shield, HealthPartners, UCare, HealthPartners, and Blue Cross Blue Shield Enrollment: 877-713-8215

Website:
- MSHO website: msho.com

This fact sheet is intended for informational purposes only. It is not a contract. Information in this fact sheet reflects what MSHO expects to cover under the plan. MSHO reserves the right to change the plan details, including benefits, providers, and copayments at any time without prior notice. MSHO may also change the plan's premium to reflect an increased cost of providing the plan. MSHO will provide you with a new Fact Sheet that reflects these changes. Please check your member kit for more information.

Fenwicke County Managed Care Archives (especially if you live in Hennepin County) - 612-196-8860

Medica Dual Solution Enrollment - 1-800-266-2157

UCare's MSHO Enrollment - 1-800-707-1711

HealthPartners Enrollment - 877-713-8215

Blue Cross Blue Shield (SecureBlue) Enrollment - 1-866-477-1584
Data on Small groups

- From 1/1/2016 – 2/29/16: 47 people attended small group sessions 35 of whom scored at least 7/7 on post test.


- Small mall group sessions were generally 5-10 and worked best as a forum for community questions.
Data on Train the Trainers

- 1st train the trainer event held on 2/19/16 with 6 attendees.
- 2nd train the trained event held on 3/9/16 with 5 attendees
Total of 82 elders seen for one on ones as of the 3rd quarter (Goal of 75)

Total of 58 total people assisted in MSHO enrollment as of the 3rd quarter.

As of the third quarter report 2163 brochures/postcards/informational pamphlets were disbursed.

We estimate that total people reached with some kind of information to be around 3,500.
Recommendations for improvement/Community concerns

- The most frequent feedback was that care coordinators were not timely, and had difficulties translating.
- A more streamlined process for enrolling people into MA and Medicare.
- A system for home visits.
Question 1: The MSHO program is the best health care package for people ages 65 or older who are eligible for MA and enrolled in Medicare A/B

- Agree (40)
- Somewhat Agree (9)
- Somewhat Disagree (0)
- Disagree (0)
Question 2: My health care advocates at LACM have helped me increase my knowledge about MSHO

- Agree (48)
- Somewhat Agree (1)
- Somewhat Disagree (0)
- Disagree (0)
Question 3

For those enrolled in MSHO: I am comfortable speaking to my MSHO care coordinator about my needs.

- Agree (34)
- Somewhat Agree (11)
- Somewhat Disagree (3)
- Disagree (0)
I am satisfied with the information and services provided by the Lao Assistance Center of Minnesota.
Question 5

I feel comfortable educating others in my community about the MSHO program

- Agree (31)
- Somewhat Agree (12)
- Somewhat Disagree (6)
- Disagree (0)
Overall, MSHO was received well by the community. Almost all were interested about the program, and nearly 50 were enrolled through LACM.

- Home visits/making sure people had access to LACM.
- The length of the process.
Stairstep Foundation

- Stairstep Foundation is a non-profit established in 1992 as response to a set of awesome challenges that confronted society at large and African Americans, in particular.
- Utilizes the network of churches for many projects addressing health and educational disparities.
- Sylvia Amos, Director of Programs, coordinated the MSHO grant.
- Activities included training church health coordinators to do outreach about MSHO, conducting enrollment and open house events, creating program materials, and advertising the program via radio and print.
Grants targeting Hmong and African Americans

Pat Jones
Chuesee Vue
Bee Vue
Mary Ann Schoenberger
Background about Volunteers of America

- An independent 501C3) nonprofit health and human services organization incorporated in Minnesota.
- Established in 1896
- One of the largest and most comprehensive nonprofit organizations in the state.
- Mission – Help people gain self-reliance, dignity and hope.
- Serve more than 24,000 people of all ages and all backgrounds.
Background about Volunteers of America (slide 2)

- As a program of VOA-MN, Park Elder Center is a multi-cultural community center which serves over 800 older adults each year.
- The center offers a wide range of services including senior dining, health and wellness classes, Diabetes programs, exercise classes and food distribution.
- We also offer a Hmong adult day program which provides health monitoring, Hmong meals and snacks and assistance to Hmong seniors in need of a structured program.
ParkElder Center

- Our Special Access programs for Hmong and African American seniors provide information and referral, advocacy, translation/interpretation, transportation and short-term case management.
- Utilized the ParkElder Center to provide seniors with information about the MSHO program.
- This senior center is located in a Minneapolis Public Housing, 18-story high-rise building. 70% of residents are seniors.
- Center has congregate dining services for seniors five days per week.
Programs Offered by VOA and included with the Grant

- The grant activities were incorporated into the following programs with presentations, brochure distribution lunch vouchers and individual counseling:
  - Food shelf
  - Produce distribution
  - NAPS box distribution (senior boxes)
  - Adult day program
  - Exercise program
  - Foot clinic
  - Health and wellness luncheon
  - Quilting
  - Senior AA group – only
    “all senior group” in Twin Cities
  - Social services
  - Mental health counseling
Grant Activities

- Introduced MSHO at events and programs for Special Access Outreach in Minneapolis and St. Paul
- Wellness Luncheon had “Health, Harmony and Poetry” presentation, which included MSHO
  - Included poetry and song to make the presentation more engaging – it worked!
- “Each one teach one” to spread the word about MSHO. Especially effective with certain cultural communities
VOA’s Grant Accomplishments

- To address low MSHO enrollment among African American elders, did outreach to:
  - Churches
  - Home visits
  - Hair salons
  - Barber shops
  - Food shelves
  - Restaurants
  - Adult day programs
  - MADD DADDS Senior Safety
  - National Night Out
Grant Strategy

- Left VOA contact information for seniors and their supports, so they could get help with MSHO enrollment.
- Large-scale communication with “Senior Form” – a program on a local African American radio station hosted by Brother Melton.

Most effective:
- EDUCATED VOA SOCIAL WORKERS IN PUBLIC HOUSING BUILDINGS SO THEY COULD EDUCATE THE RESIDENTS IN THEIR BUILDINGS
- RADIO ADS ON HMONG RADIO STATION KFXN AM690
Outputs from the grant

- Total number of presentations: 17 African American and 15 Hmong = 32
- Total number of people attending the presentations: 636 + 363 = 999
- Total number of people assisted: 60 + 34 = 94
- Total number of people enrolled with MSHO: 40 + 11 = 51
Feedback Collected from Communities

- Common pieces of feedback from Hmong and African American communities
  - No idea about MSHO
  - Language barrier makes it challenging to understand the details of health care coverage and their options
  - Health care decisions, including enrollment into MSHO, are made by trusted family members, friends, and chosen advocates, so MSHO outreach should include them
  - Elders trust VOA or people who look like them to make these decisions and VOA staff had to earn their respect and trust to assist them.
More feedback from the communities

- Speaking with people in these communities on a one-to-one basis is key. They are then more likely to be interested in the topic and feel it is important since VOA is taking the time to talk to them individually.

- Registration with Hmong elders tends to be more time-consuming since they do not know what information they need to carry with them, which ID numbers are which. Extra follow-up is needed.
VOA’s Recommendations for Cultural Sensitivity of MSHO

- Clarification/modification of financial workers’ role in order to provide more upfront assistance to new people. OR
- Add Individual enrollment counseling
- County Human Services and Social Security Office’s system need to communicate with each other in order to close the gap
- Video and radio
- Continue community engagement
- Improve language assistance services
- Continue MSHO outreach that will promote equity in access to MSHO
Continuing the Work

- VOA will continue to assist elders with enrollment information as time allows and within VOA’s current system of supports.
- Would appreciate updated materials from DHS to assist this process.
Response from the Special Needs Purchasing Team at DHS
Lessons Learned from the Grants

- Some “lessons learned” were somewhat expected – example: people not knowing much about MSHO and their MSHO status
- Some “lessons learned” were a surprise – example: people aren’t always getting enrolled in Medicare, if they are eligible
- It has proven to be effective to have CBOs do culturally targeted outreach, mainly because of trust and knowledge in those communities
- Providers and direct service workers are eager to learn more about MSHO, but it is a difficult program to understand and to engage in enrollment assistance
Reflections on Grantee’s Recommendations

- CMS’s new Medicaid Managed Care Regulations include standards for choice/education counseling and DHS agrees with grantees that the enrollment/education process should be strengthened.
- DHS supports the need to continue to support equity in education about MSHO and would like to explore options for continued outreach to culturally diverse groups regarding MSHO, MA and Medicare.
- Agree we need to build on these grants and not lose steam. Continued outreach and stakeholder engagement among culturally diverse groups would be ideal.
DHS’s Confirmed Next Steps

- Created a DHS-sponsored MSHO brochure, so that people can see it is a government program and isn’t a “money making scam” (received this feedback from people in culturally diverse communities)
- Have collaborated with other DHS divisions to communicate Medicare enrollment challenges and will be following up for next steps
- DHS will now have 15 languages in its language block and they are based on Minnesota’s population
- Interested in finding creative new ways to educate about MSHO among family members and trusted advisors in culturally diverse communities
Thank you to our grantees!

- The SNP team has really enjoyed working with these grantees and have learned so much from them.
- We’d like to continue this partnership informally.
- Your hard work has not gone unnoticed and is greatly appreciated.
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