

2016 Fresno County Marketing Materials Pilot Project

With an Overview of the
California Community Transitions (CCT)
a Money Follows the Person (MFP)
Rebalancing Demonstration Project





Agenda

1. Introductions
2. Purpose of Webinar
3. Overview of CCT Program
4. Pilot Overview
 - A. Introduction of New Materials
 - B. Objectives
 - C. Plan for Implementation



Purpose of Webinar

- Present an overview of the CCT program
- Introduce facility staff and local service providers to the new CCT marketing materials
- Provide information on the intended purpose and potential impact of the pilot project



CCT OVERVIEW



MFP Guiding Principles

- U.S. Supreme Court's Olmstead Decision (1999)
- Centers for Medicare & Medicaid Services (CMS) offers the "Money Follows The Person" (MFP) Demonstration Grants enabling states to align Medicaid long-term care services with the Olmstead Act. MFP provides states flexibility in how Medicaid dollars are spent.
- All individuals have the right to self-determination, independence, and choice
- Public entities must provide services to eligible individuals in the setting of their choice, when such services are appropriate



CCT History and Timeline



- California Department of Health Care Services (DHCS) submitted an application for the MFP grant (2006).
- DHCS receives the MFP grant & implements the California Community Transitions (CCT) Demonstration Project (2007).
- Initial MFP Demonstration grant was set to expire in 2011, but was extended to 2016 as a result of the Affordable Care Act.
- DHCS has requested that the CCT grant be extended through 2018 (resulting in community services for already enrolled participants through 2019). DHCS is also actively creating a state sustainability plan to continue CCT services beyond the federal grant.

**As of May 31, 2016 the CCT program has helped 2,824 individuals transition from institutions to community living.*



CCT Purpose & Intent

- “Rebalance” Medi-Cal spending by shifting more resources toward Home and Community-Based Services (HCBS) to decrease the use of long-term nursing facility care.
- Support Medi-Cal beneficiaries to receive services in the setting of their choice.
- MFP allows states to provide additional services that enhance the scope and duration of existing Medicaid programs.





CCT Eligibility Requirements

- Persons of all ages
- Continuous residence in an inpatient nursing facility* **for a minimum of 90 days**, not counting any days covered by Medicare
- Medi-Cal Eligibility for at least one day
- Continue to require the same “level of care” provided in a health care facility

*Includes freestanding nursing facilities (NF), those that are distinct parts of acute care hospitals (DP/NF), or intermediate care facilities for the developmentally disabled (ICF/DD).



CCT Target Populations

- Elders
- Persons with:
 - Developmental disabilities
 - Physical disabilities
 - Mental illness



HCBS Waivers/
Programs/Services



IHSS

Nursing Home
Resident

Employment

Community

AT/DME



Health
Care
Services

Community
Services

Independent
Living Centers

Transition to:



- Where?
 - Living in the community:
 - Apartment, House, Publically Subsidized Housing, Assisted Living Facility, or Small Group Home
- What?
 - Receiving services in the community:
 - Waivers, Programs and/or State Plan Services





CCT Services Include:

- Pre-Transition & Post-Transition Coordination
- Home Set-Up, including rental assistance, and utility deposits
- Habilitation
- Family and Informal Caregiver Training
- Personal Care Services pre-IHSS
- Home and Vehicle Modification
- Assistive Devices

*CCT services end on day 365, but existing services will continue as long as the participant remains eligible for Medi-Cal HCBS

Who Makes Transitions Happen?



CCT is grounded in partnerships throughout the state with local counties, health care facilities, home and community-based service organizations and consumers.





PILOT OVERVIEW



Purpose of New Materials

- Development of new marketing materials to increase statewide awareness of CCT
 - Newly-designed posters & brochures in English and Spanish
- Increase the number of client-referrals inpatient facilities make to CCT Lead Organizations (LOs) and non-CCT Local Contact Agencies (LCAs)
- Reinforce the link between inpatient facilities and regional transition agencies



Pilot Objectives

- DHCS is implementing a targeted, six-month pilot project in Fresno County
- The intent of the pilot is to measure the effectiveness of the materials
- Measures include:
 - Number of referrals;
 - Transition agencies' rates of response; and
 - Number of referrals that resulted in enrollment to the CCT Demonstration
- DHCS will continue to track referrals that result in successful community transitions, beyond the pilot



Plan for Implementation

| | |
|------------------------|---|
| June 9, 2016 | Webinar will be held to orient LTC facilities and transition agencies to the pilot project, and to provide information on the tracking process that will be used to measure the impact of the materials |
| June 13, 2016 | Soft roll-out of pilot efforts to identify and address procedural issues |
| July 1, 2016 | Official start date of the CCT Marketing Materials Pilot Project (referral tracking begins) |
| January 1, 2017 | End of CCT Marketing Materials Pilot Project |



Referral Tracking

- Requesting assistance for referral tracking in order to measure the effectiveness of the materials
- Developed tracking log to identify:
 - Name of facility
 - Whether or not referral was generated in response to marketing materials
 - Date of referral
 - Date of encounter by transition agency
- Tracking sheet located on the marketing materials resource page



Additional Information

- DHCS has created a resource webpage for long-term care (LTC) facilities and transition agencies, which will include contact information, referral tracking forms, survey results (when available), and the names and phone numbers of state staff available to provide technical assistance to organizations/individuals participating in the pilot project.

[Marketing Materials Resource Page](#)



Questions?



Reach any member of the CCT project team by sending an email to the general mailbox, which is monitored daily:

California.CommunityTransitions@dhcs.ca.gov

The CCT Project Director, Karli Holkko, can be reached at: 916-322-5253.