

COMMUNICATIONS AND OUTREACH STRATEGY

Intermediate Care Facility for Developmentally Disabled (ICF/DDs) Carve-In

This document outlines at a high level the DHCS communications and outreach strategy for the ICF/DD home transition from Medi-Cal Fee-For-Service to Medi-Cal managed care effective January 1, 2024. This overview is intended to illustrate the communication strategy across target audiences including: members, providers (ICF/DD homes and Regional Centers), managed care plans (MCPs), trusted advisors, and the general public.

Target Audience	Communication Vehicle	Details
Members	Member Notices	<ul style="list-style-type: none"> » DHCS will be mailing 60-day and 30-day member notices directly to members and their authorized representative(s), as applicable, before January 1, 2024. Member notices will include a Notice of Additional Information and a plain language version of the member notice.
ICF/DD Homes & Regional Centers	ICF/DD Carve-In Transition Notice Letter, Policy Guide, Provider Bulletin, Newsflashes	<ul style="list-style-type: none"> » DHCS will be communicating to the ICD/DD homes through various channels: By sending a DHCS/DDS ICF/DD Transition Notification Letter, issuing a Provider Bulletin, and posting a Newsflash on www.medi-cal.ca.gov. DHCS will email the ICF/DD Carve-In Transition Notification Letter to ICF/DD Homes and Regional Centers to ensure providers are informed of the upcoming transition. » DHCS will also issue policy guidance through the ICF/DD Carve-In Policy Guide and FAQs which will be posted to the DHCS ICF/DD Carve-In Webpage.

Target Audience	Communication Vehicle	Details
		<ul style="list-style-type: none"> » DHCS will host an educational webinar series that is targeted to ICF/DD homes and MCPs but will be open to the public. Topics will include: Managed Care 101s, Promising Practices, Billing and Payment, etc. » DHCS will host Office Hours to serve as an opportunity for ongoing technical assistance to ICF/DD Homes and/or MCPs and DHCS engagement in between educational webinars. » DHCS will be overseeing an MCP LTSS liaison contact list. ICF/DD homes will be able to contact DHCS at MCQMD@dhcs.ca.gov to ensure that they are connected to the appropriate MCP LTSS liaison
Managed Care Plans	ICF/DD Carve-In Transition Notice Letter, APL, Policy Guide, Educational Webinar Series	<ul style="list-style-type: none"> » Communications will include a DHCS ICF/DD Transition Notification Letter and ongoing DHCS updates in MCP meetings. Policy guidance will include the All Plan Letter, ICF/DD Carve-In Policy Guide, and FAQs. DHCS will email the ICF/DD Carve-In Transition Notice to MCPs to ensure MCPs are informed of the upcoming transition. » DHCS will host an educational webinar series that is targeted to ICF/DD homes and MCPs but will open to the public. Topics will include: ICF/DD 101s, Promising Practices, Billing and Payment, etc. » DHCS will host Office Hours to serve as an opportunity for ongoing technical assistance to ICF/DD Homes and/or MCPs and DHCS engagement in between educational webinars. » DHCS will be overseeing an ICF/DD Homes contact list. DHCS will share the list ICF/DD homes with MCPs. DHCS will leverage existing weekly All-Plan

Target Audience	Communication Vehicle	Details
		calls to provide a forum for MCPs to ask questions and receive policy guidance/clarification.
Trusted Advisors	Stakeholder Trainings	<ul style="list-style-type: none"> » Stakeholder trainings will occur in advance and leading up to the ICF/DD transition on January 1, 2024 in order to support a streamlined transition into Medi-Cal managed care. » These trainings are intended to support stakeholders that will be engaging directly with members and will be key to ensuring that they have accurate information on the transition policies in order to effectively support members. Stakeholder trainings will be provided to: Health Care Options (HCO), Medi-Cal Managed Care Ombudsman (DHCS OMB), Medi-Cal Help Line (CA-MMIS) Training, LTC Ombudsman, Medicare Medi-Cal Ombudsman, Regional Centers, California Hospital Association, California Association of Health Facilities, and the Development Services Network.
General Public	Fact Sheets, FAQs, Educational Webinar Series	<ul style="list-style-type: none"> » Fact Sheets, FAQs, handouts will be developed as needed to support the general understanding of the ICF/DD transition. All materials, including the educational webinar series, will be available on the DHCS ICF/DD Carve-In webpage in the future. » DHCS will continue to partner with DDS, the ICF/DD workgroup, and advocates, as possible.

Target Audience	Communication & Outreach	2023										2024
		April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	
MCPs, ICF/DDs, RCs	ICF/DD Workgroups											
ICF/DDs	ICF/DD Provider Contact List	Validation	Issued									
MCPs, ICF/DDs	ICF/DD Transition Letter											
MCPs	ICF/DD All Plan Letter	Draft APL issued				Final APL issued						
MCPs, ICF/DDs	ICF/DD Policy Guide ¹											
MCPs, ICF/DDs, RCs	Educational Webinar Series											
ICF/DDs	Office Hours/TA Calls											
Various ²	Stakeholder Trainings											
Members	Member Notices											
ICF/DDs, RCs	Provider Bulletin & Newsflashes											
<p>This timeline is an estimate and is subject to change due to the ongoing planning and development of the ICF/DD Carve-In policies and policy guidance documents. ICF/DD Workgroup feedback will also be taken into consideration in the overall Communication and Outreach strategy planning and development.</p>												

¹ ICF/DD Carve-In Policy Guide will include billing and invoice guidance, credentialing, model contract language, and promising practices.

² See table on page 1 outlining the stakeholders that will be receiving targeted trainings to support the ICF/DD Carve-In transition.