

TRAINING AND COMMUNICATION PLAN FOR WINTER 2007/08 INITIATIVES*
UPDATE FOR IMAC - 9/20/07

| AUDIENCE/EVENT | DATE** | TOPICS |
|---|--|--|
| IM Agencies | | |
| Administrator's Memo | October | Announcement of Winter initiatives; description of timelines, information about where and how to get more information. |
| Operations Memo #1 | October | BC+ pre-and post -implementation activities |
| BC+ Handbook | October | BadgerCare Plus Policy Handbook available |
| Operations Memo #2 | October | Announcement of Winter initiatives; attachments to phase 1 of training (Presentation about winter initiatives, Guided handbook activity) |
| Phase 1 Training | October | Self-study presentation about winter initiatives; Self study guided handbook activity. All staff in IM agency should review these materials. Not mandatory, but recommended by IMAC and WCHSA. |
| Phase 2 Training | November – December (or later if needed) | State provided face-to-face training sessions statewide: 1 day for family MA workers, ½ day for non family MA workers who don't need BC+ policy. Mandatory for IM workers. |
| Medicaid (EBD/LTC) Eligibility Handbook | January, 2008 | New handbook released - EBD/LTC policy |
| Ongoing CWW Lab series | March – ongoing | Continuation of CWW lab series with focus on hands-on with new initiatives |
| Providers | | |
| Provider Updates | October forward | BC+ changes |
| Provider Training | November | ACCESS for Partners and Providers to introduce PE for Kids online and PE for Pregnant Women moving to online application. |
| Community Advocates | November | ACCESS for Partners and Providers Training to introduce PE for Kids online. |
| Customers | | |
| Notice Poster | October | Informs customers about the change in the notices and where to find information (it's a notice roadmap). |
| Recipient Update | December | BC+ implementation, notices changing, changes in co-payments |
| Fact Sheets | October | Various topics i.e. Youths Exiting Out of Home Care; Child Welfare Parents and Caretakers; Access to Insurance |
| Brochures | October | Marketing BC+ |
| Other Stakeholders | | |
| Recipient Services | September | New script with BC+ detailed information |

* "Winter initiatives" are: BadgerCare Plus, Notice Re-engineering, CWW 3.0: Eligibility on the Web

** All dates pending passage of the 2007-09 Biennial Budget/Approval of BC+ plan by the Federal government