

Member Information Interface

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Income Maintenance Advisory Committee (IMAC) Meeting



Overview

- Capture and store data on members to help agencies and Health Maintenance Organizations (HMOs) better engage with members
 - CARES collects information such as: phone types, preferred contact methods, preferred time of day for contact, and living arrangement that is not shared between CARES and ForwardHealth interChange.
- Improve communications between HMOs and enrolled members

Background

- The Department of Health Services (DHS) has received multiple requests from health care partners such as HMOs to provide additional information collected during the eligibility determination process such as email address, preferred methods of contact and other demographic information.
- HMOs are obligated to provide timely services and often struggle to get in contact with members in order to provide those services.

Permission to Share Email Address

- In order to share email addresses gathered through the eligibility determination process, the member must give permission to share the provided email address.
- For purposes of sharing the email address with a health care partner such as an HMO,
 - A primary person who is 18 years or older can give permission to share their email address for themselves and for any children or minors on the case.
 - Any other adults on the case who are 19 years or older can give permission to share their email address only for themselves.

Changes to ACCESS

- When requesting or renewing health care benefits in ACCESS, a new question will be added to ask if the member wants to share his or her email address with health care partners, such as an HMO.
- Manage My Email Tab (formerly known as Manage My Letters)
 - Add/Change/Remove email address for individuals logged into their MyACCESS account.
 - Sign up for letters online.
 - Provide/Remove permission to share email address with health care partners (on health care cases only).

Changes to CARES Worker Web

- Individual members' email address and responses to their email preferences (online letters and permission to share email address) will be stored on the new Electronic Contact Information page in CWW.
- Permission to share email address with health care partners will be an optional question on the page.

Changes for ForwardHealth interChange

- New display-only panel in iC to store additional information provided from CARES (July 2017)
 - Additional phone numbers (home, cell, work, message phone)
 - Deaf or Hard of Hearing Phone Preference
 - Email address
 - Living Arrangement
 - Legal Guardian and Power of Attorney
Name/Address/Phone/Email
- Supplemental Report for HMOs (August 2017)

Implementation Timeline

Activity	Date
Operations Memo Published	April 4
Email Enhancements to ACCESS and CARES	April 22
New Panel added to ForwardHealth iC	July 14*
Supplemental Report published for HMOs	August 18*

*Tentative Dates

Expectations

- Income Maintenance (IM) agencies are not expected to educate members about HMO enrollment.
- Members are responsible for making decisions about how their email address is used.
- HMOs may be using the additional information to get in contact with their HMO-enrolled members.
 - Not all members who are eligible for BadgerCare Plus or Medicaid will be enrolled in a HMO.
 - HMOs are not allowed to send any Personal Health Information (PHI) over email.

Questions

For questions, contact Pungnou Her at
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