



Department of Health

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Engagement and Enrollment (Outreach) Optimization Proposal

Medicaid Managed Care Plans (MMCP), HIV/SNP, and Health and Recovery Plans (HARPs) contracted with Health Homes are required to submit a formal Engagement and Enrollment (Outreach) Optimization Proposal for the purposes of enrolling High-Risk adult and children Health Home eligible members to the Department of Health for approval no later than the close of business on August 31, 2018.

The MMCP, HIV/SNP and HARPs (to be referred to as "Plans" hereafter) must include a minimum of one of the three approved models, outlined in the cover letter, to improve enrollment and engagement of Health Home eligible adults and children. In addition to a minimum of one of the approved models Plans may propose other models for consideration. The Department is developing cost and quality reporting protocols to be shared in advance of October 1, 2018 implementation date.

Plan Name:		
List Health Homes in Plan Network: (check all that apply)		
Adirondack Health Institute	Bassett Community Health Navigation	Bronx Accountable Healthcare Network
Capital Region Health Connections	Care Central	Central New York Health Home Network
Children's Health Home of Upstate New York	Collaborative for Children and Families	Community Care Management Partners
Community Healthcare Network	Coordinated Behavioral Care	Encompass Health Home
Greater Buffalo United Accountable Healthcare Network	Greater Rochester Health Home Network	Health Home Partners of Western New York
HHUNY Central- Onondaga Case Management dba Circare	HHUNY Finger Lakes- Huther Doyle Memorial Institute	HHUNY Southern- Chautauqua County Dept. of Mental Hygiene
HHUNY Western- BestSelf Behavioral Health	Hudson River Healthcare	Hudson Valley Care Coalition
Institute for Family Health	Kaleida Health	Mount Sinai Health Home
Niagara Falls Memorial Medical Center	Northwell	NYC Health + Hospitals Health Home
Queens Coordinated Care Partners	Southwest Brooklyn Health Home	St. Joseph's Care Coordination
St. Mary's Healthcare	New York Presbyterian Hospital	United Health Services

Department of Health Approved Models of Engagement and Enrollment of High Risk Members	
	Direct Enrollment Model
	Incentive Payment for Enrollment and Retention of Members
	Colocation Model
	Other

I.	Executive Summary of Engagement and Enrollment (Outreach) of High Risk Members Optimization Proposal- Please provide an overview of the proposal and implementation timeline
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II.	Plan specific baseline data to be used for performance measurement <ul style="list-style-type: none"><i>a. What is your current enrollment of High Risk members by Health Home?</i><i>b. What is your proposed enrollment of High Risk members target by Health Home?</i><i>c. How will the Plan Monitor Health Home Performance?</i><i>d. What data will be shared with Health Homes to support a more effective outreach process?</i>
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III.**Scope of work**

- a. *Provide detailed description of the program structure and expectations such as turnaround times, documentation standards, and standard operating protocols that will guide the proposal.*
- b. *Clearly define accountability and responsibilities. What responsibilities will the MCO assume? What responsibilities will be carried out by the Health Homes? Care Management Agency? How will these accountabilities be monitored and measured?*
- c. *Identify the human resources that will be required. How many FTEs will be required and what roles will they serve?*
- d. *What potential barriers may affect progress towards achieving identified goals? What are some strategies to address those barriers?*
- e. *How will approaches to this process contribute to the overall objective of the Health Home? How will they contribute to goals specific to the Plan?*
- f. *Proposed budget including a description of the expenditures to achieve performance targets identified in this proposal. How will the Plan ensure that activities are carried out efficiently and within budget? What percentage of the budget will dedicated to community based bottom up referrals?*