

Family Engagement in Medicaid Decision-Making

Ed Long, Chief Communications Officer
Learning Collaborative on Improving Quality and Access to Care
in Maternal and Child Health

Westminster, CO
June 17, 2016



Oklahoma Medicaid

- Known as SoonerCare
- Largest provider of health care benefits in Oklahoma
- Provides access to care for more than 1 million (about 1 in 4) Oklahomans each year
- 66 percent of SoonerCare members are children
- Children qualify for SoonerCare at or below 185 percent of the federal poverty level, or about \$50,928/year for a family of four



What We Consider Family Engagement

- Family input is desired, requested and utilized at all stages of problem identification and policy/idea development
- Systems/processes allow for two-way, open communication
- Families feel connected and included in agency decisions



Oklahoma
HealthCare
Authority

Ways We Engage Families in Decision-Making

- Identifying the problem/issue
- Development/Revision of policies/benefits
- Prioritization of budget items
- Improving services
- Identifying content and vehicles for effective and efficient communication
- Understanding results of programs, policies and decisions



Oklahoma
HealthCare
Authority

Vehicles for Family Engagement in Oklahoma

- Member Advisory Task Force
- Community forums
- Community partner network
- Strategic planning process
- Health care provider advisory groups
- #MySoonerCare stories



Oklahoma
HealthCare
Authority

Oklahoma Results from Engaging Families

- Enhanced understanding of actors, actions and issues
- Greater trust
- Enhanced responsiveness
- Minimize unintended consequences
- More effective and efficient communication, programs, policies and services
- Cost savings
- Better understanding of results/impact
- Grassroots support for agency and programs



Oklahoma
HealthCare
Authority

Things to Consider

- Agency champion
- Agency leadership
- Integration with agency culture, decision-making processes
- Development of shared goals, responsibility and outcomes
- Process for cultivating and coordinating family engagement

Potential Challenges

- Misconceptions and mistrust
- Vehicles for engagement
- Synthesizing input
- Ability to take action
- Sustained engagement

Concluding Thoughts

- Recognizing families are experts
- Willingness to be vulnerable, authentic
- Embedding family engagement within organizational culture
- Being realistic (time frame, small beginnings, etc.)
- “All we do is listen and do everything we can to make a difference for others. It is that simple.”



Oklahoma
HealthCare
Authority

Contact Information

Ed Long
Chief Communications Officer
Office: 405-522-7484
Cell: 405-922-7580
Ed.Long@okhca.org



Oklahoma
HealthCare
Authority