



# **No Wrong Door System of Access to LTSS for all Populations and all Payers**

## **Messaging and Strategic Communications: No Wrong Door System**

*NWD Planning Grantees Monthly Webinar  
June 17, 2015, 3:30PM ET*

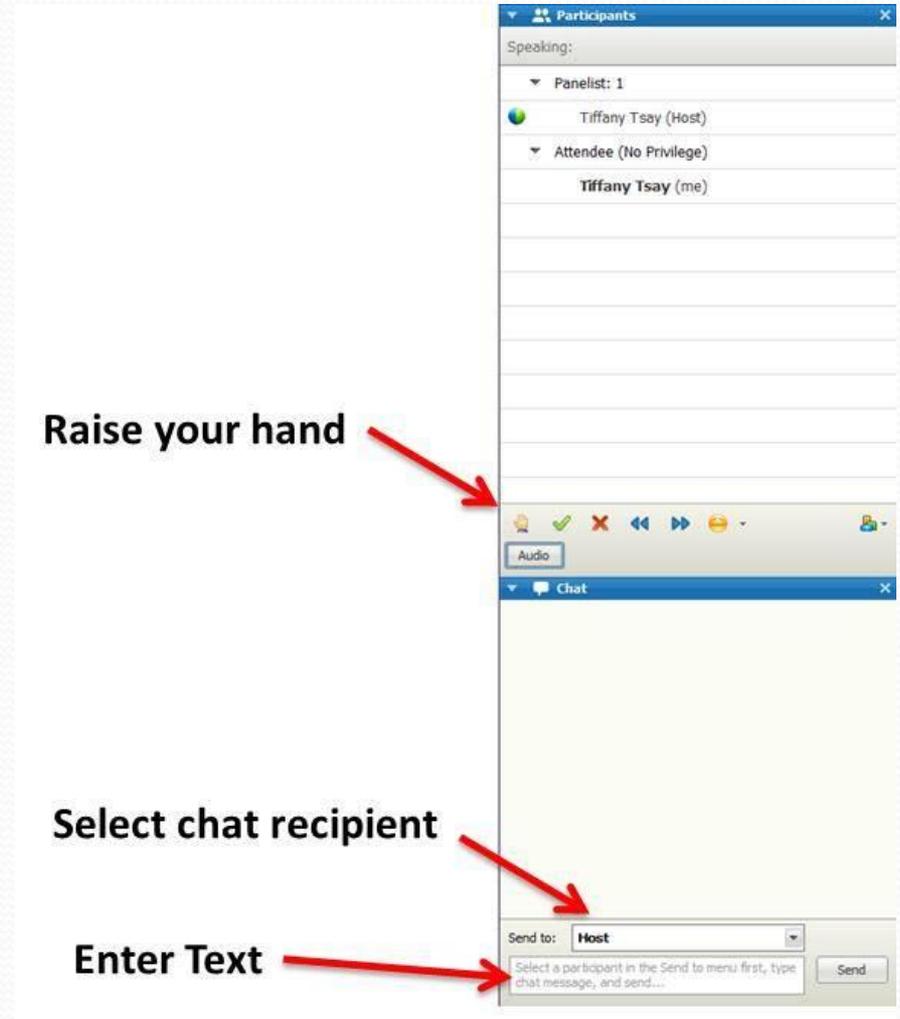
# Agenda

1. **Welcome and Agenda Overview**
2. Making the Case to External Audiences
  - Learning from Peers: New Hampshire, Vermont
3. Making the Case to Internal Partners
  - Panel Discussion: Washington, Roger Auerbach
4. Next Steps and Closing

# Reminders

- We want to capture your attendance—if you have others in the room with you, please send their name(s) or the total # of participants via WebEx’s chat feature or to [Chris.Ragsdale@acl.hhs.gov](mailto:Chris.Ragsdale@acl.hhs.gov)
- Use WebEx’s chat feature if you have questions for federal partners or for other states.
- Post-Webinar survey—we need your feedback!

- Use chat to make comments, share insights
- For technology issues, please chat to “Host”
- For questions, comments or ideas please chat to “All Participants”



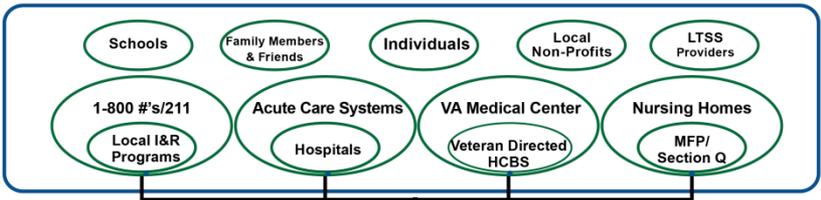
# NWD System Vision

Public Outreach and Coordination with Key Referral Sources

Person Centered Counseling

Streamlined Eligibility to Public Programs

State Governance and Administration



**Person Centered Counseling Process**

Assists with any immediate LTSS needs, conducts conversation to confirm who should be part of process, and identifies goals, strengths and preferences

Comprehensive review of private resources and informal supports

Facilitates informed choice of available options and the development of the Person Centered Plan

Facilitates implementation of the plan by linking individuals to private pay resources, and if applicable, in applying for public LTSS programs and follow-up.

As needed, facilitates diversion from nursing homes, transition from nursing home to home, transition from hospital to home, and transition from post-secondary school to post-secondary life.

**Improving the Efficiency and Effectiveness of LTSS Eligibility Process Across Multiple Public Programs:**

Leverages Person Centered Counseling staff to use information from the person centered plan to help individuals complete applications for public LTSS program(s) and to help them through the entire eligibility process

Continually identifies ways to improve the efficiency and effectiveness of the eligibility determination processes across the multiple LTSS programs administered by the state, while also creating a more expeditious and seamless process for consumers and their families

**State Leadership, Management and Oversight**

Must include support from the Governor and involvement from State Medicaid Agency, State Agencies Administering programs for Aging, Intellectual and Developmental Disabilities, Physical Disabilities and Mental/Behavioral Health

Must involve input from external stakeholders, including consumers and their families, on the design, implementation, and operation of the system

Responsible for designating the agencies and organizations that will play a formal role in carrying out the NWD system

Will use NWD System as a vehicle for making its overall LTSS System more consumer-driven and cost-effective

**State Governance and Administration**

Public Outreach and Coordination with Key Referral Sources

NWD System Functions

Person Centered Counseling

Streamlined Access to Public LTSS Programs

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# Making the Case to External Audiences

**Increase the visibility and public awareness of the No Wrong Door System through:**

- Marketing campaign
- Branding and logos
- Digital and social media
- Advertising
- Targeted information dissemination
- Website
- Toll Free Number

# Vermont

Heather Johnson

Vermont Aging and  
Disabilities Resource  
Connection



# Developing an ADRC “Brand”: The Vermont Experience

Presentation for the NWD Planning Grantees

June 17, 2015

# Goal and Objectives

## Goal:

- Build meaning around Vermont's ADRC as a trusted source of information on the full range of long-term services and support (LTSS) options.

## Objectives:

- Set the foundation
- Introduce the brand
- Bring the brand to life
- Sustain momentum

# Key Steps

- Identified Marketing and Branding Consultant through a Simplified Bid
- Consultant implemented an “Exploratory Phase”
- VT ADRC representatives included our AAAs, CIL, BIA, and I/DD partner along with the State
- Full Day Workshop facilitated by Contractor—hands on and very creatively engaging
- Environmental Scan of other State efforts/examples
- Scan of ADRC-TAE background materials on Federal initiative
- Interviews with LTSS Consumers

# BRAND STRATEGY

## Brand Strategy

The plan by which the audience will form the desired perception of the effort



# Exploratory Phase

- The most resounding finding we heard from this research, is that searching for and accessing LTSS feels like an incredibly difficult, frustrating, and often hopeless endeavor for most individuals, whether they're in need of services, they're caregiving, or are beginning to plan for their future.
- Therefore, a genuine and individualized sense of support, as well as empathy, is crucial; these factors go hand-in-hand with reliability and follow through. For many of individuals in need of LTSS, having a dedicated advocate who can educate and navigate them through the various LTSS obstacles, opportunities, and outlets is paramount.

# Marketing Strategy

**Function as a collective, but focus on the individual.**

This is accomplished in four stages:

## **1. Empower partners**

- Brand Standards
- Brand Writing Guide

## **2. Organized launch**

- ADRC website
- Earned media
- Media campaign

## **3. Attach emotion to the identity**

- Stories
- Meet the partners

## **4. Stay involved**

1. Communications and events calendar
2. Earned media
3. Media campaign

# VT ADRC Next Steps

## Phase 1:

- “Sharpen” our message. Draft content and language and seek information from each partner about how they want that conveyed
- Spend more time discussing the “messaging” and how we want the public to “view” the ADRC partners, recognizing that this needs to happen in support of each partner maintaining its own individual identity and market penetration and brand recognition alongside the ADRC
- Identify consumer volunteers to review content and landing page and provide stipends.
- Review and ensure accessibility and other issues

## Phase 2:

- Focus on key steps for implementation-identify low hanging fruit for tactics as outlined in brand implementation strategy

# New Hampshire

Wendi Aultman  
Kelley Capuchino

New Hampshire  
Department of Health  
and Human Services



YOUR PATH TO  
**GUIDANCE  
SUPPORT  
CHOICE**



[NHCarePath Video](#)

[www.NHCarePath.org](http://www.NHCarePath.org)

**dhhs**

New Hampshire Department of  
**HEALTH AND HUMAN SERVICES**



# YOUR PATH TO GUIDANCE SUPPORT CHOICE



## Elements of O&E Campaign

- Stakeholder workgroup
- Testing
- NWD Executive Sponsor Approval
- Cross Departmental Representatives
- Project Plan
- Campaign Launch
  - Billboards, Radio, TV, Newspaper, Mailing, social media
  - Geo targeted media campaign
- Monitoring results

# YOUR PATH TO GUIDANCE SUPPORT CHOICE



## Important Step!

### Readiness plan for all NHCarePath Partners

- Online Trainings and tools
- Administration vs. frontline staff
- Readiness checklist and training for ADRC's/Full Service Access Partners (All pops All Payers, Vet/Military, children and families, serving DD, DD system, Behavioral health, etc.)
- Frequent check- ins with internal and external partners
- Monitor impact of campaign and adjust when needed
- NHCarePath Video
- <http://www.nhcarepath.org/partners>

# YOUR PATH TO GUIDANCE SUPPORT CHOICE



More information.....

- [www.Nhcarepath.org](http://www.Nhcarepath.org)
- <http://www.balancingincentiveprogram.org/>
- Contact Wendi Aultman at: [waultman@dhhs.state.nh.us](mailto:waultman@dhhs.state.nh.us)
  - Contracting documents, Project Plan, Readiness tools, Sample of monitoring reports, Questions.

# Resources on Planning Grants Webpage

- Vermont Brand Implementation Plan
- New Hampshire Partners Website
- New Hampshire Outreach and Education Plan Summary
- <http://www.adrc-tae.acl.gov/tiki-index.php?page=PlanningGrants>

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# Making the Case to Internal Audiences

Engaging state and local partners to join your efforts in developing a No Wrong Door System through:

- Formal and informal presentations
- Issues briefings
- Networking and relationship building
- Targeted information dissemination
- Trainings and orientations

# Panel Discussion: Making the Case to Internal Audiences

**Roger Auerbach**

*Former Administrator*

Oregon Senior and Disabled Services Division

**Susan Shepherd**

*Program Manager*

Washington State Unit on Aging

# Panel Discussion: Making the Case to Internal Audiences

What has been the most effective way to convey the value of a NWD System?

Are there particular messages/approaches that resonate with specific agencies?

What data helps make the case for a NWD System?

# Panel Discussion: Making the Case to Internal Audiences

Have you ever encountered someone or some agency that opposed the idea of ADRC/NWD System?

What was their argument and how did you win them over?

# Draft Resources from Federal Partners

- No Wrong Door System Fact Sheet
- No Wrong Door Slide Deck
- Promising Practices
- No Wrong Door National Key Elements
- No Wrong Door and PCC Schematics

**All will be posted to the Planning Grants Webpage by the end of the week. Welcome feedback before sharing nationally.**

<http://www.adrc-tae.acl.gov/tiki-index.php?page=PlanningGrants>

# No Wrong Door Slide Deck

- Template that can be used and modified by all federal grantees
- For use with policymakers state and local partners, stakeholders, and others
- Purpose: To introduce the concept and framework of a No Wrong Door System of Access and to make the case for financing a NWD System

# Promising Practices

- Veteran Directed HCBS (Connecticut)
- Messaging, Branding, and Outreach (Maryland)
- Financial Eligibility (Massachusetts)
- Continuous Quality Improvement (Oregon)
- Stakeholder Engagement (Vermont)
- Management Information System (Washington)
- Streamlining Access to Public Programs (Wisconsin)

**Additional topics in the queue include *Person Centered Counseling, Nursing Home Diversion & Transition, and Governance and Administration***

# No Wrong Door National Key Elements

- Outlines in detail in each function of a high performing No Wrong Door System
- “How to” manual for developing a NWD System
- Includes indicators to measure progress and performance
- Includes NWD and PCC Schematics
- Federal partners realize that it will takes many years to fully realize the vision

# April 3-Year Plan Submissions

Strengths	Considerations
<p>Good use of assessment methodologies (focus groups, interviews, surveys, process mapping/inventories)</p>	<p>Translate NWD assessment into action</p>
<p>Significant improvement since planning grant application in Fall 2014</p>	<p>Connect NWD work into other LTSS initiatives in the state</p>
<p>Taking advantage of this grant opportunity to significantly improve the LTSS system</p>	<p>Adhering to a timely planning process (contact ACL for deadline extensions)</p>

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# Next Steps

- Key Dates to Keep in Mind
  - ▶ Applications Due: July 27 at 5:00pm ET
  - ▶ Next Reporting Deadline: September 30 at 5:00pm ET
- Reach out to ACL regional offices, project officers and/or Lewin technical assistance leads if you need further support or have questions
- Post-Webinar Survey!