

The CMS Medicare-Medicaid Coordination Office (MMCO) is pleased to announce the following training opportunity:

### **Recruiting and Sustaining Successful Enrollee Advisory Committees (EACs)**

**Date/Time:** Monday, March 20, 2023, 3-4:30pm ET

#### **Registration Link:**

[https://www.resourcesforintegratedcare.com/2023\\_ric\\_webinar\\_recruiting\\_and\\_sustaining\\_successful\\_enrollee\\_advisory\\_committees\\_eacs/?csrt=9973946872633141589](https://www.resourcesforintegratedcare.com/2023_ric_webinar_recruiting_and_sustaining_successful_enrollee_advisory_committees_eacs/?csrt=9973946872633141589)

The 2023 Medicare Advantage (MA) and Part D Final Rule requires Dual Eligible Special Needs Plans (D-SNP) to establish and maintain at least one enrollee advisory committee (EAC) for each state in which the D-SNP is offered that is reasonably reflective of health plan membership.<sup>1</sup> Considering this new requirement, we are excited to convene experts from three health plans to share effective strategies for recruiting and retaining diverse EAC participants. Health plan presenters will share best practices on how they overcame common barriers to members' EAC participation, including transportation, cultural and technological barriers, as well as skepticism regarding the impact of such a committee. This webinar will shed light on innovative practices to mitigate these barriers, as well as amplify the voice of EAC participants to provide insight into the ways that a well-designed EAC can help build trust between the health plans and its members.

By the end of this webinar, participants should be able to:

- Recognize strategies health plans use for recruiting and retaining a diverse group of members for participation in EACs.
- Identify approaches for addressing logistical and cultural barriers to ongoing member engagement.
- Describe strategies for supporting effective member participation through training and creating an environment that encourages members to offer and spread insights.
- Understand the impact EACs have within health plans and generate ideas for organizational implementation.

#### **Intended Audience:**

This webinar is intended for D-SNPs and Medicare-Medicaid Plans (MMPs) that are interested in recruiting and retaining enrollee advisory committees.

#### **Registration Information:**

After clicking the registration link hosted on <https://www.resourcesforintegratedcare.com> and completing the registration form, you will receive an email from [do\\_not\\_reply@on24event.com](mailto:do_not_reply@on24event.com) containing event log-on information. The email also contains an attachment that, when opened, will save the event log-on information to an Outlook calendar. Check your junk email folder if you don't promptly see an event log-on email in your inbox.

#### **Viewing the Event:**

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<sup>1</sup> Federal Register. (2022). *Medicare Program; Contract Year 2023 Policy and Technical Changes to the Medicare Advantage and Medicare Prescription Drug Benefit Programs*. Retrieved from <https://www.federalregister.gov/documents/2022/05/09/2022-09375/medicare-program-contract-year-2023-policy-and-technical-changes-to-the-medicare-advantage-and>.

On the day of the live event, please use the web link to join the webinar. You can access the platform using a computer, smart phone, or tablet. The audio portion of the presentation will automatically stream through your computer/device speakers. Please make sure that the volume on your speakers is turned up.

**Due to high demand on technical platforms, it is possible that some users may experience challenges in accessing the live event. If you experience difficulty logging in or for any reason are unable to attend, note that the event recording will be available to view “On-Demand” approximately 45 minutes after the conclusion of the event. You can access the “On-Demand” recording at any time by clicking the registration link. If you have questions for presenters ahead of the live event, please submit those through the registration form. If you have any questions after viewing the live or “On-Demand” event, please email us at [RIC@lewin.com](mailto:RIC@lewin.com).**

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*Resources for Integrated Care (RIC) develops and disseminates technical assistance and actionable tools for providers of beneficiaries dually eligible for Medicare and Medicaid based on successful innovations and care models. The RIC website features additional resources and tools for providers and health plans, available at <https://www.resourcesforintegratedcare.com>. RIC is supported by the CMS Medicare-Medicaid Coordination Office.*

**Please contact [RIC@lewin.com](mailto:RIC@lewin.com) or [Gretchen.nye1@cms.hhs.gov](mailto:Gretchen.nye1@cms.hhs.gov) with any questions.**