

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

### **Innovations in Member Engagement in Rural Areas**

**Date/Time:** Tuesday, November 27, 2018, 1:00 – 2:00 PM EST

#### **Registration Link:**

[https://resourcesforintegratedcare.com/MemberEngagement/2018\\_ME\\_Webinar/Rural\\_Health](https://resourcesforintegratedcare.com/MemberEngagement/2018_ME_Webinar/Rural_Health)

In 2013, 27 percent of individuals who received coverage through both Medicare and Medicaid lived in a rural area.<sup>1</sup> Dually eligible beneficiaries living in rural areas often contend with distance and transportation barriers, a shortage of primary care providers, and limited access to specialty care. As such, health plans serving dually eligible beneficiaries in rural areas may require creative strategies to overcome barriers to member engagement. This webinar will focus on how plans conduct initial outreach, build connections, and establish trust with rural dually eligible enrollees, as well as engagement strategies to assist them in managing their health. Speakers will share practical tips along with observed outcomes.

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

1. Identify barriers and challenges to member engagement in rural areas;
2. Recognize strategies for engaging dually eligible beneficiaries in rural areas;
3. Identify effective approaches to building trust such as addressing social needs; and
4. Recognize strategies for using case management to engage rural members in managing their health.

#### **Featured Speakers:**

- Jen Bundy, RN, MSN, Director of Care Management, PrimeWest Health Plan and Elizabeth Warfield, RN, Manager of Special Needs Plan Care Management, PrimeWest Health
- Jamie Hanes, Clinical Service Assistant Manager for Case Management, Upper Peninsula Health Plan
- Teresa Cumpston, CMS Regional Rural Health Coordinator-Region 10, Centers for Medicare and Medicaid Services

#### **Intended Audience:**

This webinar is intended for staff of Medicare-Medicaid plans (MMPs), Dual Eligible Special Needs Plans (D-SNPs), and Medicaid Managed Care Plans who are interested in engaging their

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<sup>1</sup> Medicare Payment Advisory Commission (MEDPAC). (2017, June). Dual-eligible beneficiaries in *A Data Book: Health care spending and the Medicare program* (pp 37-49). Retrieved from [http://www.medpac.gov/docs/default-source/data-book/jun17\\_databooksec4\\_sec.pdf?sfvrsn=0](http://www.medpac.gov/docs/default-source/data-book/jun17_databooksec4_sec.pdf?sfvrsn=0)

members living in rural areas in plan services and helping these members manage their health needs.

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**CE credit information:****Accreditation**

- The Centers for Medicare & Medicaid Services (CMS) is accredited by the International Association for Continuing Education and Training (IACET) to offer continuing education (CE) credit.
- CMS is evaluating this activity for CE credit. The number of credits awarded will be calculated following the activity based on the actual learning time. Final CE information on the amount of credit will be available to participants within the Learning Management System (LMS) after the live activity.

Individuals are strongly encouraged to check with their specific regulatory boards or other agencies to confirm that courses taken from these accrediting bodies will be accepted by that entity.

**PLEASE NOTE:**

- Webinar participants seeking CE credit should only claim credit commensurate with the extent of their participation in the activity.
- A score of at least 80% on the post-test must be achieved in order to obtain CE credit.
- Estimated time to participate in the webinar: 1 hour including introductory information and interactive Q&A.
- Participants will be led through the following requirements after signing into and participating in the webinar:
  - Read the learning objectives and faculty disclosures
  - Participate in the webinar
  - Complete the post-test and program evaluation form

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**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 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.

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. Phone dial-in information will also be available during the live event if you are unable to listen to the audio through the computer/device speakers.

For individuals that will be **away** from a computer, smart phone, or tablet on the day of the live webinar event, please email us at [RIC@lewin.com](mailto:RIC@lewin.com) to request dial-in information.

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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.**