



Case Study: Communications Audit

CHALLENGE

Indiana PathWays for Aging is a health coverage program for Hoosiers aged 60 and over who are eligible for Medicaid. The program, which is designed to allow Hoosiers to age as they choose, offers more flexibility for people to get nursing facility level of care at home or in a community setting while living independently.

Our client, a nationwide health benefits provider, was engaged by the State of Indiana, Family and Social Services Administration (FSSA) as a Managed Care Entity (MCE) to provide benefits through the plan.

PROBLEM

Although our client has an extensive library of publications explaining their services, these communication pieces were not specifically designed to meet the needs of PathWays for Aging participants.

The client's staff members were fully engaged in other activities supporting the PathWays for Aging implementation and did not have the capacity to develop the needed communication and informational materials. With the program start date quickly approaching, our client sought assistance from an outside firm that could quickly develop a library of targeted communications designed to provide specific information to PathWays for Aging participants.

SOLUTION

Due to the company's past success with the client and our knowledge of Medicaid and Medicare programs, our client selected netlogx to manage the process of revising the selected communications. The netlogx consultants:

- Created a project plan to monitor project progress to ensure the program "go live" date would be met
- Inventoried the existing communication pieces
- Designed a one-page format to be used for all communication pieces, organizing information into three (3) sections – Introduction, Definition, and Questions & Answers
- Reviewed existing communication pieces to determine if the content was relevant to the PathWays to Aging demographic



SOLUTION (Continued)

- Developed informational content for program participants in keeping with the American Medical Association's reading level recommendation for health literacy materials directed at Medicaid recipients
- Submitted documents for State approval
- Distributed meeting minutes and tracked action times
- Met with the client's Director of Member Experience on a bi-weekly basis to report on project progress

RESULTS

The netlogx team of consultants developed 35 one-page flyers explaining services and benefits under the PathWays to Aging program. The project was completed well in advance of the "go live" program date, providing PathWays for Aging participants with program information in an easy-to-understand format.

ADVANTAGES

The netlogx consulting team:

- Implemented project management best practices to deliver high-quality results before the project deadline
- Was not involved in developing the original materials, which allowed the team to take an impartial approach to revising the documents
- Drew on their extensive Medicaid and Medicare knowledge to ensure the information was accurate
- Was able to complete the project with limited oversight, allowing the client's employees to focus on their key responsibilities of providing services to participants
- Created the documents in an editable format, so that modifications could easily be incorporated as the program evolved