



Minnesota Department of **Human Services**



# MSHO Diversity Outreach Grants

A partnership between the Minnesota Department of Human Services,  
Briva Health, Lao Assistance Center of Minnesota, Stairstep Foundation,  
and Volunteers of America

# Cultural Outreach Grants Ended 8/31/16

- Grants were one year
- All grants ended on 8/31, but grantees stated they would like to continue the work as able, given they have no funding
- Grantees submitted final report on 9/15, once those are reviewed a final report from DHS will be published
- Grantees presented some of their lessons learned, findings and recommendations on 8/30 at DHS and the presentation was well attended
- Can provide some preliminary findings from those presentations



# Overview of Grant Activities

- Outreach and enrollment events
- Material development and distribution
- Enrollment counseling and application assistance
- Informal partnerships and community education



# Lessons Learned by Grantees

- Volunteers of America – educating VOA social workers in public housing buildings was most effective
- Stairstep Foundation – Community members (and church health coordinators) expressed confusion about difference between Medicare and Medicaid and often feel they are missing information
- Briva Health – Existing MSHO holders unaware of their MSHO status and its benefits (such as care coordinators). Many didn't understand, know about or have Medicare Part D.
- Lao Assistance Center of Minnesota – Most effective to educate and do outreach to sons/daughters/trusted persons, as opposed to just the senior



# DHS Perspective on Lessons Learned

- Some “lessons learned” were somewhat expected – example: people not knowing much about MSHO and their MSHO status
- Some “lessons learned” were a surprise – example: people aren’t always getting enrolled in Medicare, if they are eligible
- It has proven to be effective to have CBOs do culturally targeted outreach, mainly because of trust and knowledge in those communities
- Providers and direct service workers are eager to learn more about MSHO, but it is a difficult program to understand and to engage in enrollment assistance



# Grantees Recommendations include:

- Clarification/modification of financial workers' role in order to provide more upfront assistance to new people  
OR

Add individual enrollment counseling

- County Human Services and Social Security Office's system need to communicate with each other in order to close the gap
- Continue MSHO outreach that will promote equity in access to MSHO – consider video and radio
- Continue partnerships with culturally specific community organizations to build on education, awareness, and assistance efforts



# Reflections on Grantee's Recommendations

- CMS's new Medicaid Managed Care Regulations include standards for choice/education counseling and DHS agrees with grantees that the enrollment/education process should be strengthened.
- DHS supports the need to continue to support equity in education about MSHO and would like to explore options for continued outreach to culturally diverse groups regarding MSHO, MA and Medicare.
- Agree we need to build on these grants and not lose steam. Continued outreach and stakeholder engagement among culturally diverse groups would be ideal.



# DHS's Confirmed Next Steps

- Created a DHS-sponsored MSHO brochure, so that people can see it is a government program and isn't a "money making scam" (received this feedback from people in culturally diverse communities)
- Have collaborated with other DHS divisions to communicate Medicare enrollment challenges and will be following up for next steps
- DHS will now have 15 languages in its language block and they are based on Minnesota's population
- Interested in finding creative new ways to educate about MSHO among family members and trusted advisors in culturally diverse communities



# Thank you to our grantees!

- The SNP team has really enjoyed working with these grantees and have learned so much from them.
- We'd like to continue this partnership informally.
- Their hard work has not gone unnoticed and is greatly appreciated.



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