

# STATE OF CONNECTICUT MQISSP — PROPOSED COMMUNICATION PLAN MATERIALS DEVELOPMENT PHASE

January 13, 2016

**Draft and Subject to Revision**

The following chart identifies a proposed member communication plan to be developed and implemented prior to the MQISSP go-live date. All potential materials and communication methods are presented for discussion purposes only. All proposed communication solutions, including program materials and town hall presentations are not currently funded and will require funding discussions and funding approval. As the communication plan continues to be developed, future phases will address implementation and MQISSP live-project phases.

Communication Element	Target Audience	Method or Materials for Communication	Parties Responsible for Development	Development Phase	Parties Responsible for Implementation	Implementation Phase
<b>MQISSP Orientation Materials - Program Overview and Opt-out Process</b>	<ul style="list-style-type: none"> <li>Members</li> <li>Participating service providers</li> <li>Advocacy agencies</li> <li>Community-based organizations</li> <li>School-based health centers</li> </ul>	<p>Options include:</p> <ul style="list-style-type: none"> <li>Brochures</li> <li>Posters</li> <li>PowerPoint Presentation</li> <li>Direct mailings to members</li> <li>Community town hall presentations (See below for details)</li> <li>Opt-out letter (direct mailings to members).</li> <li>Opt-out language for inclusion in program overview materials.</li> <li>Updates to ASO program information documents (program welcome brochure) to include information on MQISSP program, eligibility information, opt-out rights, and complaint process.</li> </ul>	DSS and Mercer with input from MAPOC workgroup on program overview language and content.	<p><i>Feb 2016–Mar 2016</i></p> <p>Input from MAPOC Workgroup by March 9, 2016.</p>	<ul style="list-style-type: none"> <li>DSS and contractors</li> </ul>	<p><i>Orientation Materials: Oct 1, 2016–Dec 31, 2016</i></p> <p><i>Opt-out Letters finalized: Jul 2016–Sep 2016</i></p> <p><i>Opt-out Letters sent to members: Oct 1, 2016–Dec 31, 2016</i></p> <p>(90 days prior to go-live date)</p>

Communication Element	Target Audience	Method or Materials for Communication	Parties Responsible for Development	Development Phase	Parties Responsible for Implementation	Implementation Phase
<b>Web-Based MQISSP Member Program Information</b>	<ul style="list-style-type: none"> <li>Members</li> <li>Participating providers</li> <li>Advocacy agencies</li> <li>Community-based organizations</li> <li>School-based health centers</li> </ul>	<ul style="list-style-type: none"> <li>Online accessible information for members on program — video messaging and use of social media.</li> <li>CHNCT webpage update.</li> <li>DSS webpage update.</li> </ul>	<ul style="list-style-type: none"> <li>Mercer and DSS develop content of member animated program overview with MAPOC committee review at Feb 2016 MAPOC meeting.</li> <li>DSS and CHNCT: Potential inclusion on the CHNCT web page.</li> <li>DSS: Inclusion on DSS web page.</li> </ul>	<i>Feb 2016–Mar 2016</i> Input from MAPOC Workgroup by March 9, 2016	<ul style="list-style-type: none"> <li>DSS and contractors</li> </ul>	<i>Oct 1, 2016–Dec 31, 2016</i>  (90 days prior to go-live date)
				<i>Apr 2016–Jun 2016</i>		<i>Apr 2016–Jun 2016</i>
				<i>Apr 2016–Jun 2016</i>		<i>Apr 2016–Jun 2016</i>
<b>Community Townhall Presentations</b>	<ul style="list-style-type: none"> <li>Members</li> <li>Participating Providers</li> <li>Advocacy agencies</li> <li>Community-based organizations</li> <li>School-based health centers</li> </ul>	<ul style="list-style-type: none"> <li>PowerPoint presentation</li> <li>Brochures</li> </ul>	<ul style="list-style-type: none"> <li>Mercer and DSS: Develop content with input and review by MAPOC.</li> <li>Mercer and DSS: Identify potential dates and locations for town hall presentations.</li> <li>MAPOC review materials and provide suggestions on target audience(s) and invitees.</li> </ul>	<i>Apr 2016–Jun 2016</i>	<ul style="list-style-type: none"> <li>DSS and contractors</li> </ul>	<i>Sep 1, 2016–Dec 31, 2016</i>  (120 days prior to go-live date)
				<i>Jul 2016–Sep 2016</i>		<i>Jul 2016–Sep 2016</i>
				<i>Jul 2016–Sep 2016</i>		<i>Jul 2016–Sep 2016</i>