

VIRGINIA DEPARTMENT OF MEDICAL ASSISTANCE SERVICES

# VA MEDICAID COMMUNITY STAKEHOLDER MEETING

October 17, 2024



VIRGINIA'S MEDICAID PROGRAM





 **CardinalCare**  
Virginia's Medicaid Program

# COMMUNITY STAKEHOLDER MEETING

**October 17, 2024**  
Community Outreach and Member Engagement  
Eligibility Policy and Outreach Division  
Virginia Department of Medical Assistance Services

 DMAS

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## Accessibility Check-in Reminders: All Attendees

- Say your name each time you speak.
- Use your device's microphone to project your speech; repeat questions when asked.
- Language access options provided upon request to include real time captioning.
- Spell acronyms and avoid or define terms, jargon, and idioms.
- Speak clearly; avoid speaking too fast, which is particularly helpful to individuals whose primary language is not the one in which you are speaking, sign language interpreters, and real time captioners.

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## Accessibility Check-in Reminders: Speakers

- Summarize major points.
- Avoid reading word-for-word text on presentation slides unless you are reading a quotation.
- Give background and contextual information.
- Display key terms and concepts visually.
- Describe visuals such as images, objects, infographics, diagrams, and more so that non-visual participants can understand the information being presented.
  - **Example:** "On the screen is a diagram which represents the process flow which starts with..."
- Offer outlines and other scaffolding tools: connecting your presentation information by building upon what participants may already know.
- Give attendees time to process information; pause between topics, and after you ask for questions.

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## Accessible, Inclusive Self-Introductions

Participants with vision take in a lot of information about the people and the environment around them. To offer context for all participants, visual and non-visual (people with blindness or low-vision, a brief description of yourself using a few sentences. At a minimum, include the following details:

- **Name**
- **Organization and role**

You may also include your gender identity, your pronouns, your race or ethnicity, your skin color, hair color and style, whether you have facial hair, what clothing and jewelry you are wearing, and a short description of your background.

- **Attendee Example:**

- My name is \_\_\_ from the *(insert organization/agency/community)* . I am a black woman with curly black hair and round gold glasses wearing a red dress and snazzy black heels. Behind me is a gray wall with several framed pictures, next to a bookshelf.

- **Speaker/Facilitator Example:**

- My name is \_\_\_ with *(insert organization)* where I serve as the *(insert role)*. I am a Hispanic male with wavy brown hair wearing a blue button-down shirt and khaki pants with a gold apple watch and navy-blue loafers. Behind me is my living room filled with my children's favorite toys.


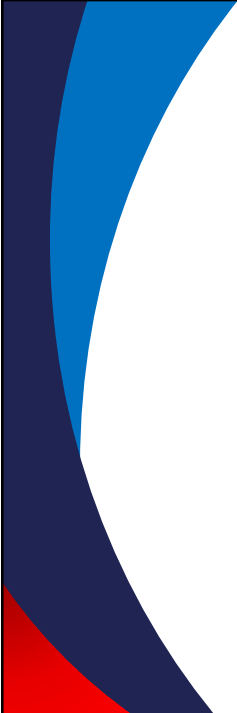
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# AGENDA

1. Agenda
2. Welcome and Introductions
3. Presentation: The Impact of Our Members
4. Presentation: Provider Focus Group Meetings
5. Community Stakeholder Spotlight: La Casa De La Salud (LCS)
6. Wrap-Up
7. Announcements
8. Closing








# AGENDA


*Natalie Pennywell  
Community Outreach and Member Engagement  
Department of Medical Assistance Services (DMAS)*



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## Agenda

1. Welcome and Introductions
2. Presentation: The Impact of Our Members
3. Presentation: Provider Focus Group Meetings
4. Community Stakeholder Spotlight: La Casa De La Salud (LCS)
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## WELCOME AND INTRODUCTIONS

*Natalie Pennywell  
Community Outreach and Member Engagement  
Department of Medical Assistance Services (DMAS)*



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**Introduce yourself in the chat!**

- Name
- Organization
- Answer: **You've been chosen to represent your country in the 2028 Olympics in LA. What sport or activity are you doing? Why?**



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## **The Importance of Our Members**

Sheila Johnson (2023 MAC Class), Bryan Roache' (2024 MAC Class), and Natalie Pennywell

Department of Medical Assistance Services






**Virginia Medicaid  
Member Advisory Committee (MAC):  
The Impact of Our Members**

Thursday, October 17, 2024



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**AGENDA**

- Introductions
- Purpose & History of VA MAC
- Member Role and Expectations
- Meeting Structure
- Impact and Representation
- Staying Connected
- Questions and Contact Information



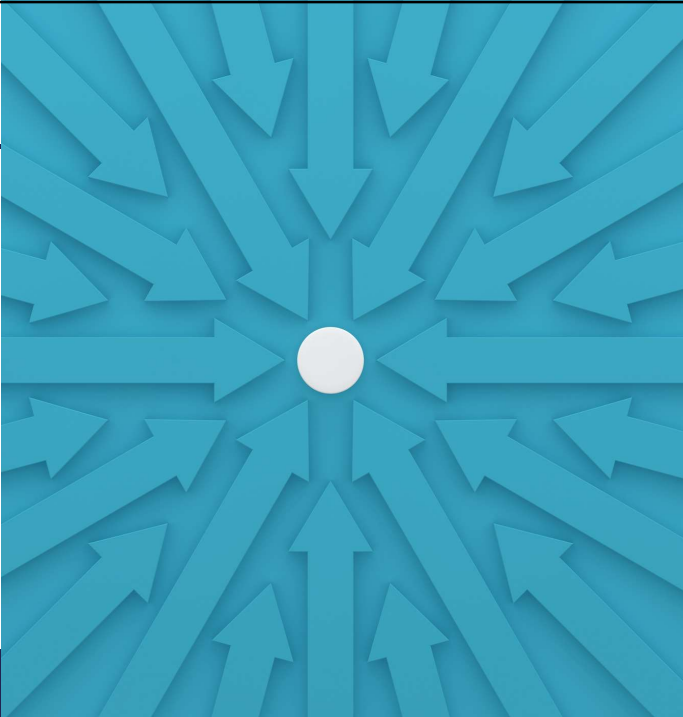
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## — Purpose of the Committee

- Medicaid members + Authorized Representatives = Shared Medicaid experiences, observations, and recommendations
- Encourage members to participate in the discussions and work of the MAC committee.
- Encourage members to offer recommendations to the Department of Medicaid Assistance Services Agency Director, their executive leadership team, staff and the State Board to DMAS.






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## The Beginning















Established in 2018

First meeting – April 01, 2019

The committee, while advisory to the DMAS Director, is not an advocacy or lobbying group.

The committee makes recommendations concerning the development and communication of services, programs, and ideas.

The Deputy Director for Administration and Coverage serves on the Committee as an ex-officio member.

Started as an initiative of the Appeals Division.

Second state to establish a statewide advisory committee made up solely of Medicaid recipients or their authorized representative, Colorado was the first.



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## MAC Member: Roles, Responsibilities, and Expectations

- Provide recommendations based on direct experience with the Virginia Medicaid program.
- Serve as a leader within the community in Medicaid MAC meetings to identify and shape areas to improve enrollment procedures, quality, and access to care.
- Provide feedback that will help to inform recommendations to DMAS and beyond from the perspective of current Virginia Medicaid members.
- Review supplemental materials in preparation for robust meeting discussions and dialogue.
- Participate fully and authentically as part of the Virginia Medicaid process.

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## Are there prerequisites for becoming a MAC Member?

To contribute to the DMAS' goal of improving its services, a member does not need to be an expert on Medicaid.

### **ONLY** Requirements:

- Have a willingness to share Medicaid observations
- Offer recommendations on how the Virginia Medicaid program can improve its service to members



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## 2024 Committee Composition

Recognizing the uniqueness of each Medicaid recipient, the steering committee endeavors to achieve a diverse state-wide representation of Medicaid recipients from different eligibility groups and backgrounds.

- We are ending our fourth class of MAC members.

Gender	#	Race	#	Age	#	Region	#	Representing	#
Male	3	Caucasian	3	Under 30	2	Northern	4	Self	5
Female	8	African American	5	31-45	4	Central	2	Someone Else	6
Gender Fluid	0	Asian	2	46-55	4	Southwest	2	Self & Someone Else	0
		Hispanic/Latino	1	56-65	1	Tidewater	2		
				Over 65	0	Piedmont/Western	1		

## The MAC Pact

MAC member expectations for interactions and strategies for accomplishing goals together

How We Interact Together	How We Get Things Done
<p>We are welcoming to one another in our authentic state.</p> <p>We prioritize time to get to know each other during meetings and promote a healing environment.</p> <p>We commit to respecting and collaborating with one another and suspending judgment.</p> <p>It is important to us that all MAC member voices are heard.</p> <p>We share our personal experiences and perspectives, but we consider the experiences of other members as well.</p> <p>We approach challenges with solution-focused energy.</p> <p>We want to be hard on the problem, not each other.</p> <p>We respect the time and energy each members takes to invest in providing feedback to the DMAS Director.</p>	<p>We are mindful of acronyms and commit to spelling them out in conversation and in writing.</p> <p>We are mindful of time, but flexible and intentional when the schedule may need to change.</p> <p>It is important to us that only one person speaks at a time.</p> <p>All those participating are mindful of each other's time and will make good and respectful use of it while gathered.</p> <p>We enjoy collaborating with a designated facilitator to keep the meeting on course.</p> <p>We will maintain a "parking" lot of items for future discussion.</p> <p>We want to see the action! It is important to us to have a timely follow-up when feedback is given.</p> <p>Change it up! We prefer to vary our activities, topics, and lunch selections when possible.</p>

The MAC Pact is to be reviewed by each member before each MAC meeting and is subject to edits and revisions at any time as desired by the MAC.



## The Member & Authorized Representative Experience

- Sheila Johnson (2023 Class)
  - Central Region, Authorized Representative
- Bryan Roache' (2024 Class)
  - Northern Region, Member



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## Committee Structure and Meeting Logistics

- Committee oversight is housed in Community Outreach and Member Engagement, Eligibility Policy and Outreach Division, Under the Deputy of Administration & Coverage
- Meet four times a year in March, June, August, and October on the 2nd Monday (unless otherwise directed by administration)
- Applications are accepted year-round and reviewed/evaluated to ensure a diverse committee
  - Special attention is paid to Medicaid coverage group, region, demographics, reason for joining and representation
- Orientation held in conjunction with first meeting of the year
- Meeting agenda, minutes, presentations are posted to Virginia Townhall and DMAS website 2 – 3 weeks after meeting

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Consider this an open invitation for members to.....



**APPLY NOW**

CardinalCare  
Virginia's Medicaid Program

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## Spread the Word about Virginia Medicaid MAC!

We take applications year-round.

Please encourage members from all coverage areas to apply!

Virginia Medicaid (DMAS):  
Medicaid Member Advisory  
Committee (MAC) Application



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## The Ripples of Representation

- Communication with the public enhanced
- Helps to create more clarifying language on member correspondence
- Helps improve website navigation in member focused areas and with provider engagement
- Provided member experience to support COVID-19 guidance during pandemic
- Reviews program materials and offers recommendations for design and language
- Asks challenging questions about benefit implementation and MCO care coordination
- Helps root out better ways to navigate challenges within the Virginia Medicaid ecosystem
- Demonstrated the need for a member advisory council within every state

## Continued Investment is Yielding Growth

- MAC is in its 5<sup>th</sup> year
- VA provides technical assistance on committee development to other states
- Over 400 MAC applications were received for the 2024 recruitment cycle
- MAC is an example of how to translate lived experience into action items and guidance that impacts thousands across the Commonwealth
- Leaders are being built and encouraged to serve beyond MAC
- Members serve on other statewide advisory committees to help improve systems and tools
- MAC feedback pushes the agency to improve on multiple levels
- Fosters champions/ambassadors for Virginia Medicaid
- Integration with the provider focused group is underway due to the finalized [Ensuring Medicaid Access to Medicaid Services](#) Rule

## MAC Connection Points

- CoverVA.org:  
<https://coverva.dmas.virginia.gov/members/medicaid-member-advisory-committee/>
- DMAS:  
<https://www.dmas.virginia.gov/formembers/member-advisory-committee/>



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## Questions



### Contact Information:

Natalie Pennywell, MPH, CHES

Email: [mac@dmas.virginia.gov](mailto:mac@dmas.virginia.gov)

### Medicaid Member Advisory Committee (MAC)

Community Outreach and Member Engagement Team, EPO Division

Department of Medical Assistance Services (DMAS)

600 East Broad Street, Richmond, VA 23219

Cover Virginia: <https://coverva.dmas.virginia.gov/>

Cover Virginia Email: [covervirginia@dmas.virginia.gov](mailto:covervirginia@dmas.virginia.gov)

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# NOTES









# Provider Focus Group Meetings

Tiaa Lewis  
Director, Program Operations  
Department of Medical Assistance Services






**Provider Focus Group Meetings  
Community Stakeholder Group  
October 17, 2024**

*Tiaa Lewis*  
*Department of Medical Assistance Services*

*To improve the health and well-being of Virginians through  
access to high quality health care coverage*



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## Agenda

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Intro and Purpose

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PFG Agenda Examples

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Next Focus Group Meeting

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Questions



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## Introduction and Purpose



Program Operations facilitates



To educate and provide necessary updates



To keep providers updated



To give providers a voice

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## Example Agenda Topics

Top Claim Denials

BH Updates

Provider Suggested Topics

Changes or upcoming implementations

Billing Issues

Memo's and Bulletins

Provider News

MES


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## Next Focus Group Schedule

Next Focus Group Meeting scheduled for October 21, 2024 - Monday 2:30pm to 4:00pm

↓



Want to join the Focus Group? Send email request to join to: [ProviderFocusGroup@dmas.Virginia.gov](mailto:ProviderFocusGroup@dmas.Virginia.gov)



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Please send questions to our Focus Group email  
[ProviderFocusGroup@dmas.Virginia.gov](mailto:ProviderFocusGroup@dmas.Virginia.gov)



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# NOTES





## **Community Stakeholder Spotlight: La Casa De La Salud (LCS)**

Antonio Villa Payares, MD, MPH  
Executive Director & Founder  
La Casa De La Salud (LCS)





DMAS Community Stakeholder Spotlight:  
**La Casa De La Salud (LCS)**

**Antonio Villa Payares, MD, MPH**  
 LCS Executive Director & Founder  
 October 17, 2024

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## La Casa De La Salud

1. *La Casa de la Salud (LCS)*
2. *LCS Programs and Services*
3. *LCS CHW Model*

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# La Casa De La Salud (LCS)



## 2013 Pilot study through Virginia Commonwealth University (VCU) identified four top needs

- Interpretation and translation services (Spanish)
- Resource information
- Navigating the US healthcare system
- Preventive screenings and affordable primary health care

(Greater Richmond Area Immigrant Health Needs Assessment By: Central Virginia Health Planning Agency / Bon Secours 2009)

## 2014 4 Community Health Workers (Non- profit org.)

- Health service referrals
- blood pressure screenings
- chronic diseases information and education

## 2022 30 CHWs of which sixteen (16) are certified

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La Casa de la Salud

## La Casa De La Salud: Mission

### *Mission*

*Our mission is to contribute to the improvement of the health and well-being of the Hispanic community through a holistic model that promotes healthy lifestyles and facilitates access to health services and other resources.*



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# La Casa De La Salud: Focus Areas



## Health Information and Education

- Health Information and other Resources
- Community Health Education

## Case Management and Navigation

- Chronic Diseases
- Diabetes
- CVD - Hypertension
- Cancer
- Infectious Diseases COVID-19
- Social Determinants of Health

## Leadership in Primary Care and Public Health

- Statewide and Local Committees
- Presentations and Interviews
- Culturally-relevant training and supervision

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# Focus Areas Implementation



## Diverse Channel of Communications

- Radio and Facebook Live events
  - Once every two weeks
  - A variety of health topics of interest to the community
  - An update on COVID-19 and/or information on upcoming vaccine events
- What's App
- Website
- Instagram
- Phone Line for information on health resources and the vaccine
- In-person delivery by CHWs / Influential Messengers



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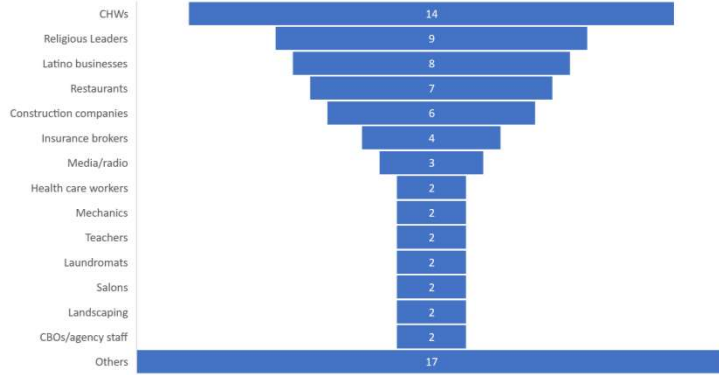
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# Strategies and Activities

## Equipping Influential Messengers

- Education and follow-up
- Distributing and posting messages in physical locations
- Posting messages on social media



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Partnering for Vaccine Equity  
CDC Foundation Grant Project

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# LCS Work Supporting DMAS



## Informative Radio and FB Live Programs 2022 - 2024

- Enroll VA Program at Central Virginia Legal Aid Society
- Virginia Healthcare Foundation
- DMAS
- Others

### Challenges:

- Information
- Enrollment process
- Cancelation
- Qualifications

### Support Provided to Date:

- Reviewing my Medicaid coverage
- Medicaid coverage
- Medicaid in Pregnancy: Essential Information
- Updated Information

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# LCS Partnerships and Collaborations



**Community Collaborations**

- Latin American Consulates
- Churches
- CHWs Volunteer
- Influential Messengers
- Community Leaders (Advocates)
- Food Bank & Waymakers

**Grant Founders**

- VDH - Chronic Diseases & CDC
- CDC Foundation – CBOs COVID 19
- Richmond Memorial Health Foundation
- Community Foundation
- Jenkins Foundation
- VCU & Georgetown University
- Institute for Public Health Innovation


**Partnerships**

- Health & Wellness - VCU libraries (NNLM)
- Office of Immigrant and Refugee Engagement
- Latinos In Virginia Empowerment Center
- Virginia Diabetes Council
- American Heart Association
- KHS: Health Educators Internship (VCU)
- Richmond/ Henrico Local Health Department
- Chesterfield Local Health Department
- Safety Net Clinics: Daily Planet, CAHN, Cross Over Clinic, Health Brigade

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# La Casa De La Salud (LCS)



Obrigado
Gracias
धन्यवाद
Thank you
Спасибо
धन्यवाद
谢谢
شكرا

**Antonio Villa Payares, MD, MPH**  
Executive Director & Founder



Executive Director Email: [avilla@lacasadelasalud.org](mailto:avilla@lacasadelasalud.org) 📞 LCS Phone: 804-404-5633  
Website: [www.lacasadelasalud.org](http://www.lacasadelasalud.org)  
Facebook: <https://www.facebook.com/LaCasadelaSalud.RVA/>  
Instagram: <https://www.instagram.com/LaCasadelaSalud.RVA/>

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# NOTES







# WRAP UP, ANNOUNCEMENTS AND CLOSING







# Stay Connected & Supported!

- CoverVA.org: <https://coverva.dmas.virginia.gov/partners/community-stakeholder-meetings/>



## Stay Up to Date



Subscribe to stay up to date with Virginia Medicaid. →

← Subscribe to Community Outreach and Member Engagement Team (COMET) information and updates.





# 2025 VIRTUAL MEETING DATES

- Thursday, February 20, 2025
- Thursday, April 17, 2025
- Thursday, June 26, 2025
- Thursday, August 21, 2025
- Thursday, October 16, 2025

**Time: 11:00 AM - 12:00 PM**







# AGENCY SUPPORT



# CSM AGENCY SUPPORT

## Name, Position, CSM Role

- Jessica Anecchini, Senior Policy Advisor, Administration, Administrative Review and Approval
- Sara Cariano, Director, Eligibility Policy and Outreach Division
- Norman Gaines, AV Specialist, Technology Support
- Sarah Hatton, Deputy of Administration and Coverage, Administrative Review and Approval
- Natalie Pennywell, Outreach & Community Engagement, Facilitator, Steering Committee Member
- Jesus Perez, Civil Rights Compliance Specialist, Closed Captioning
- Sonya Scott, ITS Operations Analyst, Technology Support
- Dorothy Swann, Outreach and Member Engagement Specialist, Steering Committee Member





# TAKE AWAYS & ADDITIONAL NOTES





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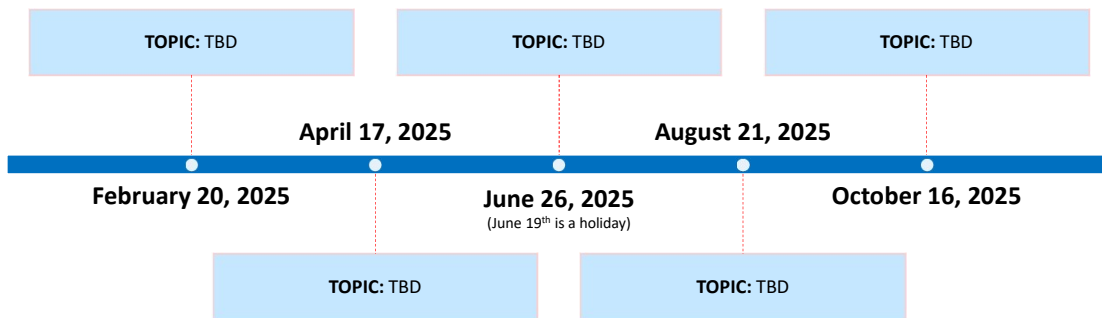
[instagram.com/cover\\_va](https://instagram.com/cover_va)



Contact us at [CoverVirginia@dmas.virginia.gov](mailto:CoverVirginia@dmas.virginia.gov)!

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# 2025 Meeting Dates



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# NOTES



# TAKEAWAYS/ FOLLOW-UPS



## Action Item/Resource/Follow-Up





# Questions? Thank You!

## Contact Information:

Natalie Pennywell, Community Outreach and Member Engagement, EPO Division



Department of Medical Assistance Services (DMAS), 600 East Broad Street, Richmond, VA 23219  
Cover Virginia: <https://coverva.dmas.virginia.gov/> ❖ Cover Virginia Email: [covervirginia@dmas.virginia.gov](mailto:covervirginia@dmas.virginia.gov)



## NOTES





The Community Stakeholder Meeting (CSM) was established in 2021 and is organized and facilitated by Community Outreach and Member Engagement at DMAS. It is held every other month from February - November and invites community stakeholders and advocates to learn more about various topic areas around Virginia Medicaid. It provides attendees with an opportunity to ask questions or request presentations on other areas of interest to better help serve our current and potential Medicaid members. All meetings are open to the public and posted on the Virginia Regulatory Town Hall website.

