

Working together toward health care for everyone in Maryland



Maryland Women's Coalition
FOR HEALTH CARE REFORM

Audacious Advocacy
A Path To Reform
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Today's Agenda:

What is Audacious Advocacy?

- Coalition: Mission & Strategic Agenda
- MD's Health Care Reform Landscape
- Advocacy – Issues
 - Strategies
 - Outcomes
- Answer your questions

~~Can~~ You ^{can} make a difference? !

One Person Can Make a
Difference



Together We Can Make
Real Change

“Audacious”

Some Definitions

Coalition = Charmingly Pushy

Dictionary Definitions:

- Intrepidly daring
- Marked by originality and verve
- Willingness to take surprisingly bold risks
- Sassy and saucy

The Coalition: Our Members



Alliance - over 2,500 individuals and 100 organizations

- Black Nurses & Maryland Nurses Association
- HealthCare Access Maryland
- League of Women Voters – all chapters
- Planned Parenthood Chapters
- Mental Health Association of Maryland
- National Alliance on Mental Illness (NAMI)
- National Council on Alcoholism & Drug Dependence
- UMD, Carey School of Law, Drug Policy Clinic
- Unitarian Universalist Legislative Ministry of MD

The Coalition:

Our Mission and Strategic Agenda

- Mission is to seek solutions and promote reforms that advance health equity through access to health care for all.
- Strategic Agenda:
 - Develop recommendations on policy & legislation that address the needs of consumers across the full spectrum of health care reform implementation;
 - Educate & engage our members, partners, elected officials, stakeholders, and consumers;
 - Advocate & take action.

The Coalition: Our Operations

- Volunteer-driven
 - Executive Director
 - Steering & Advisory Committees
- Fiscal Sponsor
 - National Women’s Health Network
- Funders
 - Open Society Institute-Baltimore
 - Raising Women’s Voices for the Health Care We Need
- National Partners



America Before 2010

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"It should heal by itself in a few weeks. Just for fun, would you like to make a wish?"

Health Care Reform

The Landscape



- ACA: Medicaid Expansion & State-Based Health Benefit Exchange
- New All-Payer Model
- Behavioral Health [Mental Health & Substance Use Disorder)Integration
- Health Information Exchange = CRISP
- State Health Improvement Process
- Health Enterprise Zones
- A New Republican Governor ... and more!

Health Care Reform

Putting the Puzzle Together

- Consumer Expertise & Voices Required
 - Legislation
 - Policies
 - Regulations
 - Notices & Forms
 - Marketing
 - And much more ...



Health Care Reform Policy & Advocacy Partnerships

- Collaborative Model with Diversity of Expertise
 - Health Policy
 - Child Advocates
 - Behavioral health advocates
 - Medicaid & Private Insurance
 - Vulnerable Populations & the Uninsured
 - Information Technology
 - And much more ...



Coalition Focus Areas

- A Seat at all Tables – Advisory Committees, Work Groups, and more...
- Move Forward, Not Backwards
- Affordability & Access to Patient-Centric Care
- Health Literate & Engaged Consumers
- Consumer Protections
- Delivery System Reform
- And more ...



General Strategies: Getting a Seat at the Table

- 2010 & 2011 – ACA/Health Care Reform Coordinating Council Work Groups
- 2011 – 2014 – MHBE Advisory Committees
- 2013 – 2015 – HSCRC Advisory Council & Consumer Engagement Task Force



General Strategies - Education & Engagement: Members, Partners, Stakeholders, Elected Leaders & Decision Makers

- Website with Information & Resources
- Weekly Health Care Reform Newsletter – 2,600
- Social Media
- Research & Issue Briefs
 - *Health Equity: The Promise of Health Care Reform*
- Print Materials
 - *Health Literacy: Selecting a Plan – Your Checklist*
- Presentations & Webinars
- Conferences
 - *Health Care. Women of Color Get It*
 - *Get engaged. Health Care Reform Engagement Party*

General Strategies: The Path From Legislation to Regulation

Advocates Leverage Opportunity:

- Legislation – binding language in law
 - Examples: parity & non-discrimination
- Policy – defines how that language is operationalized
- Regulation – sets the ground rules

General Strategies: Policy Informed by Advocacy

- Advocacy drives information
- Information drives policy



General Strategies: Advocacy & Action

- Organizational credibility
 - “Informed, reasonable & responsible”
- Leaders’ personal credibility
- Relationships built over time = trust
- Targeted advocacy - the right:
 - People – “audience” & messenger
 - Form (emails, letters, meetings, etc.)
 - Time

Advocacy in Action -Issue 1: Parity for Behavioral and Somatic Health – Part I

- Maryland Health Benefit Exchange Act:
 - Strengthened the language to comply with Mental Health Parity & Addiction Equity Act
- Partner - Mental Health Association of MD:
 - Parity Project
 - Assist consumers with appeals
 - Training for consumer assistance workers
 - Provides information to, and advocates for, consumers
 - Psychiatrist “Secret Shopper” project
 - Policy analysis

Advocacy in Action -Issue 1: Parity for Behavioral and Somatic Health – Part II

- Partner –University of Maryland Law School - Drug Policy Clinic
 - Analysis of design for Maryland’s consumer assistance (navigator) program
 - Reviewed 85 of 2014 health plans for parity compliance
 - Medicaid “carve out” to secure substance use disorder services for consumers
 - Resource sheet & consumer brochure on the Parity Act
 - Substance Use Disorder *Selecting a Plan* Checklist

Advocacy in Action – Issue 2: Non-discrimination

- Maryland Health Benefit Exchange Act of 2011: non-discrimination on “basis of race, color, national origin, disabilities, age or sex”
 - Advocates’ additions: gender & geographic location
- Maryland Health Progress Act of 2013
 - Advocates’ additions: gender identification & sexual orientation

Advocacy in Action – Issue 3: Access to Care – Part I

Do the insurance companies have enough doctors
“in network?” – No

What does that mean? Consumers either don't get
an appointment or they pay more to go “out of
network.”

How do we know?

- Mental Health Association Access to Psychiatrists in 2014 QHPs
- National Alliance on Mental Illness
- Coalition Study – OB-GYNs

Advocacy in Action – Issue 3: Access to Care – Part II

- Setting Network Adequacy Standards
 - Provider Directory:
 - Available online
 - Improved accuracy
 - March 2014 – comments with 30 signatories
 - March 2015 – comments with 14 signatories
- Outcomes – more work to do:
 - Lower standards than Federal Marketplace
 - More stringent review of plans for compliance

Advocacy in Action – Issue 4: Access to Behavioral Health Services

- County Forums
 - All stakeholders at the table
 - Providers, clinics, state & county agencies, & advocates
 - Key issues & action steps
 - Stigma
 - Provider capacity
 - Collaborative models & public/private partnerships
 - Transportation

Advocacy in Action – Issue 5: Continuity of Care – Part I

- Issue: individuals “churn”/move between private and public insurance
- Impact:
 - Changing doctors
 - Treatment disruptions
 - Higher costs

Advocacy in Action – Issue 5: Continuity of Care – Part II

- Strategies:
 - 2012 – Comments to Care Coordination Advisory Committee
 - 2013 – Maryland Health Progress Act
 - Amendments submitted with 18 signatories
- Outcomes – in statute
 - “Chronic conditions” include mental health, substance use disorder, dental & maternity care
 - Consumer protections for “prior authorizations”
- Outcomes – more work to do
 - Continuity of Care study

Advocacy in Action – Issue 6: Essential Health Benefits – Part I



Advocacy in Action – Issue 6: Essential Health Benefits – Part II

2013

- Benefit package - 11 organizations
- No substitutions – 47 organizations
- Outcome – optimal benefit package with good coverage for Behavioral Health

2015

- Amendment to legislation
- Outcome – retained Maryland's optimal package with open & transparent process

Advocacy in Action – Issue 7: Insurance Plan Rate Review

- 2015 Plans
 - Prepared analysis of insurance carriers proposed 30.2% increase
 - Advocacy with MIA
 - Outcome = rates reduced 50%
- 2016 Plans
 - Rate Review Collaborative
 - Analysis of carriers' proposed rates
 - Direct and indirect advocacy with MIA
 - Outcome = TBD

Advocacy in Action – Issue 8: Health (Insurance) Literacy

Identify the issue & inform the stakeholders

- Impact of low health literacy
- Opportunities to address it – *Selecting a Plan Checklists*
 - General
 - Substance Use Disorder
 - LGBT
 - HIV

Advocacy in Action – Issue 9: Health (Care) Literacy

- Take Care: getting the most from your health insurance
 - Primary care provider & value of prevention = why not an emergency room?
 - In-network vs. out-of-network – what's the difference?
 - What is an annual check up & what questions to ask?
 - What will be financial responsibility for patient?
 - Where to get help?
- Next step: Got Card? Get Care!TM Statewide Campaign

Advocacy in Action – Issue 10: Consumer Engagement

Fully engaged consumers *own* their own health & are empowered to act in their communities

- Get engaged “Parties”
- Consumer Engagement Task Force
- Positions on policy boards & committees
- Information drives policy

Audacious Advocacy: A Recap

Effective advocacy involves identifying the:

- Best & brightest allies
- Path to effective collaboration & credibility
- Core issue(s) to advance your mission
- Optimal way to get the required information & data
- “Solution(s)” & strategies to achieve them
- Right seat at the right table
- Speaking out – individually & collectively

Questions



Health care.

Get it.

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