




United Behavioral Health

Stakeholder Communications			Policy Identifier/Number: AD-05
Annual Review Completed Date: February 2018			
Policy Category: Government – Pierce Regional Support Network	Applicable Lines of Business: Medicaid	Entity/Plan: Optum Pierce Behavioral Health Organization	State: Pierce County, Washington
Approved by: Bea Dixon, Executive Director		Signature: 	

Policy Statement and Purpose

Optum Pierce Behavioral Health Organization (BHO) has multiple methods of communication with stakeholders to promote understanding of all BHO policies and procedures and inform stakeholders of any program changes.

To describe Optum Pierce BHO goals and procedures in gathering input from stakeholders through a variety of methods, and communicating with stakeholders frequently through a variety of formats, including written materials, community meetings, telephonic communication, and other communication methods.

Policy Audience and Applicability

This policy is applicable to the Optum Pierce BHO and benefits administered through the Washington State Department of Social and Health Services (DSHS) current Prepaid Inpatient Health Plan (PIHP).

Policy Definitions

N/A

Policy Provisions

1. In accordance with WAC 388-865, Optum Pierce BHO holds publicized forums to seek and include input about service needs and priorities from community stakeholders. Stakeholders include, but are not limited to, the following:
 - 1.1. Individuals enrolled in services;
 - 1.2. Family members and advocates;
 - 1.3. Culturally diverse communities, including enrolled individuals who have limited English proficiency;
 - 1.4. Service providers;
 - 1.5. Community Behavioral Health Agencies (BHAs);
 - 1.6. Organizations representing persons with disabilities;

Optum is responsible for adhering to all applicable state and/or federal laws governing activities within the scope of this policy, including the Mental Health Parity and Addiction Equity Act (MHPAEA) and the Health Insurance Portability and Accountability Act (HIPAA) privacy requirements, as well as the applicable requirements, standards and regulations as set forth by the Employee Retirement Income Security Act (ERISA), the Center for Medicare and Medicaid Services (CMS), the Department of Labor (DoL), and any applicable accrediting organizations.

- 1.7. Tribal authorities;
 - 1.8. Underserved groups;
 - 1.9. Child welfare agencies;
 - 1.10. Schools;
 - 1.11. Law enforcement; and
 - 1.12. Local community, city, and state governing councils.
2. Optum Pierce BHO has in place multiple methods for stakeholder communication including:
 - 2.1. *Speak Outs* and other Public Forums
 - 2.1.1. Optum Pierce BHO's Quality Review Team assists with surveys and *Speak Outs* or other forums for public feedback.
 - 2.1.2. Optum Pierce BHO may hold other well-publicized forums.
 - 2.1.3. These *Speak Outs* and forums are designed to seek and include input about service needs and priorities from community stakeholders.
 - 2.2. Telephonic Contact
 - 2.2.1. Optum Pierce BHO publishes its toll-free number in the Consumer Handbook, on the BHO Website, the BHO Brochure, 2-1-1, and in the Yellow Pages.
 - 2.2.2. Stakeholders are encouraged to call the toll-free number at any time if they have questions, comments, or concerns.
 - 2.3. Stakeholder Participation in BHO Boards and Committees
 - 2.3.1. Optum Pierce BHO invites feedback from a variety of stakeholders through participation on the following boards, committees and subcommittees:
 - 2.3.1.1. The Governing Board;
 - 2.3.1.2. The Behavioral Health Advisory Board;
 - 2.3.1.3. The Quality Assurance/Performance Improvement (QA/PI) Committee;
 - 2.3.1.4. The Consumer & Family Advisory Subcommittee;
 - 2.3.1.5. The Cultural Competency Subcommittee;
 - 2.3.1.6. The Quality Review Team; and
 - 2.3.1.7. The Children's Mental Health Group.
 - 2.4. Ombuds Services
 - 2.4.1. The Ombuds is an independent service created by Washington State law to receive and resolve grievances, and protect the rights of individuals who receive mental health services through a BHO.
 - 2.4.2. The Ombuds has a toll-free number.
 - 2.4.3. The Ombuds reports directly to the Optum Pierce BHO Behavioral Health Advisory Board.
 - 2.4.4. The Ombuds serves as an advocate for individuals enrolled in services and families who have a grievance.
 - 2.4.5. The Ombuds provides semi-annual written updates on the frequency and types of grievances received so that Optum Pierce BHO can use this information from individuals enrolled in services to help evaluate services and care.

- 2.4.6. Stakeholders are encouraged to contact the Ombuds with any comments, concerns or feedback they have about the BHO.
- 2.4.7. The Ombuds is required to communicate this feedback to Optum Pierce BHO through regular reports to the Quality Assurance/Performance Improvement Committee and semi-annual reports to the Optum Pierce BHO Behavioral Health Advisory Board.
- 2.4.8. For any urgent issues, the Ombuds makes immediate contact with the Optum Pierce BHO QA/PI Manager to discuss the issue.
- 2.4.9. In accordance with WAC 388-865, , Optum Pierce BHO posts information about the Ombuds in public places and distributes information about the Ombuds to local advocacy organizations who may assist individuals enrolled in services in understanding their rights.
- 2.4.10. In accordance with WAC 388-865, Optum Pierce BHO ensures there is a publicly posted copy of the statement of individual rights in each facility.
- 2.5. Peer Support
 - 2.5.1. Peer Support Specialists/Family Support Specialists in the Optum Pierce BHO's Recovery & Resiliency Unit do community outreach.
 - 2.5.2. Peer Support Specialists and Family Support Specialists are tasked with frequent outreach and contact with stakeholders to both communicate updated information about the BHO and to gather input from stakeholders across the county.
 - 2.5.3. The Recovery & Resiliency Unit conducted an initial orientation for individuals enrolled in services and families during implementation of Optum Pierce BHO and continues with regular orientation and communication forums throughout the duration of the contract.
- 2.6. Program Information Sheets
 - 2.6.1. Information sheets are created and distributed to stakeholders to give them up-to-date information on programs and initiatives. For example, information sheets about *Consumer-Driven Services* are distributed to stakeholders.
- 2.7. Participation in Community-Wide Health Fairs and Other Public Events
 - 2.7.1. Optum Pierce BHO staff members participate in Health Fairs and other public events designed to offer information about resources in the community in order to distribute information about Optum Pierce BHO programs and to gather feedback from stakeholders who attend these fairs.
- 2.8. Provider Relations
 - 2.8.1. The Optum Pierce BHO Provider Relations Unit works with network providers and service providers in allied systems and will continue to support providers throughout the duration of the contract.
 - 2.8.2. This support includes training, communication of program changes and new initiatives, and collection of any feedback from providers on the BHO's performance.
- 2.9. Website
 - 2.9.1. The Optum Pierce BHO Website at www.optumhealthpierceBHO.com includes a wealth of general information on the front page with links to all contracted community behavioral health providers, DSHS, Ombuds Services, a list and description of covered services, consumer-owned and operated

services, recovery and resiliency initiatives, and other critical information and resources.

- 2.9.2. Contact information for the Optum Pierce BHO and crisis services is also published on this website.

2.10. Working Relationships with Allied Delivery Systems

- 2.10.1. Optum Pierce BHO has ongoing communication with allied delivery systems and engages in coordination efforts to develop strong interactive working relationships, referral strategies, an understanding of those they serve, and joint treatment planning.
- 2.10.2. In all discussions with these stakeholders, Optum Pierce BHO emphasizes the importance of involving individuals and families enrolled in services in helping plan and coordinate services in a way that is effective and sensitive from their perspectives.
- 2.10.3. In addition, these organizations are regularly asked for any feedback they have about Optum Pierce BHO's performance. These organizations include, but are not limited to:

- 2.10.3.1. Courts and criminal justice;
- 2.10.3.2. K-12 schools;
- 2.10.3.3. Western State Hospital;
- 2.10.3.4. Children's Administration field office in Pierce County;
- 2.10.3.5. Housing services;
- 2.10.3.6. Employment services;
- 2.10.3.7. County law enforcement;
- 2.10.3.8. Puyallup Tribe and Kwawachee Counseling Services;
- 2.10.3.9. Pierce County Aging and Disability Resources Program;
- 2.10.3.10. Pierce County Juvenile Court and Detention Services;
- 2.10.3.11. Pierce County Mental Health Services Program;
- 2.10.3.12. Pierce County Developmental Disabilities Program and developmental disability providers;
- 2.10.3.13. Health plans serving Healthy Options members; and
- 2.10.3.14. Pierce County Sheriff's Department.

2.11. Consumer Satisfaction Surveys

- 2.11.1. Consumer survey efforts are led by a QA/PI Quality Analyst and may involve the Quality Review Team and the Behavioral Health Advisory Board.
- 2.11.2. Surveys are distributed once per year.
- 2.11.3. Surveys are distributed at provider sites with locked drop boxes to collect finalized surveys at each site.
- 2.11.4. Quality Assurance/Performance Improvement (QA/PI) staff present survey results to the Pierce BHO QA/ PI Committee on an annual basis, and ask for recommendations of any actions to take based on results.

3. In accordance with WAC 388-865, , Optum Pierce BHO:

- 3.1. Maintains a listing of services and crisis services (prominently) in telephone directories and other public places such as:
 - 3.1.1. Libraries;
 - 3.1.2. Community services offices;
 - 3.1.3. Juvenile justice facilities; and
 - 3.1.4. Other frequent community gathering places.
- 3.2. Publishes and distributes a *Consumer Brochure* which is available in formats for those who are visually impaired, those who may have limited English proficiency and those who cannot read. The brochure includes:
 - 3.2.1. A listing of covered services;
 - 3.2.2. Hours of operation;
 - 3.2.3. Telephone numbers; and
 - 3.2.4. Crisis service contact information.

Related Policies, Procedures & Materials

- Pierce Behavioral Health Organization policy: CR-07 - *Ombuds Services*
- Pierce Behavioral Health Organization policy: CR-10 - *Community Education/Anti Stigma Efforts*

Attachments

N/A

Approval History

- Policy created and effective: 07/2009
- Policy and Procedure Committee review and approval: 10/26/2009
- Policy and Procedure Committee review and approval: 08/23/2010
- Policy and Procedure Committee review and approval: 09/26/2011
- Policy and Procedure Committee review and approval: 08/27/2012
- Policy and Procedure Committee review and approval: 12/02/2013
- Policy and Procedure Committee review and approval: 09/22/2014
- Policy and Procedure Committee review and approval: 09/28/2015
- Policy and Procedure Committee review and approval: 02/24/2016
- Operational Procedures and Standards Committee Reviewed and Accepted: 01/25/2017
- Optum Pierce BHO reviewed and accepted: February 2018