

MEETING MINUTES

DIVISION	Department of Health and Human Services, Iowa Medicaid		
MEETING TITLE	REACH Implementation Team: Communications Subcommittee		
FACILITATOR	Dex Walker		
DATE	4/15/25	TIME	4:00 PM CT
LOCATION	Virtual		

MEETING OBJECTIVES

Implementation Team meetings create the opportunity for key stakeholders to facilitate and support the adherence to the Iowa REACH Initiative Implementation Plan objectives and activities and to provide coordinated oversight and recommendations to ensure the success of the Iowa REACH Initiative.

MEETING PARTICIPANTS

- Marisa Cullnan
- Christina Smith
- Anne Crotty
- Gretchen Hammer
- Laura Leise
- Will Linder
- Megan Mahanes
- Tori Reicherts
- Dex Walker
- Klaire Wisniewski

AGENDA TOPIC

KEY DISCUSSION POINTS

Peer State Communications: OhioRISE and Illinois Pathways to Success

Iowa HHS shared example website communications as a prompt for discussion.

Participants discussed the accessibility of each website's landing page and emphasized the importance of clear layouts to support quick identification and navigation to resources.

- Participants noted that ease-of-use is a priority, and it is important to present information simply; graphics and headlines are preferred to text-heavy content. One participant noted that end users are usually in a crisis and need to find resources quickly, therefore clear organization is important. For example, mission statements are not critical information from an end user's perspective when their goal is to find helpful resources as quickly as possible.

	<ul style="list-style-type: none"> Participants discussed the visual appeal of the OhioRISE landing page, which is easy to navigate (i.e., pictures are used to represent services which are clearly distinguishable). They noted it's helpful if websites are concise, clearly introduce the program, and avoid jargon. Participants discussed website navigation features and supported the ability to expand and close content headings without navigating away from the landing page. Participants support centralizing information and clearly specifying the intended audience with links for direct contact. <p>Participants discussed several ways of communicating with members, providers, and community partners using video, written reports, and fact sheets.</p> <ul style="list-style-type: none"> Participants explained that the wording on fact sheets needs to be simplified for members because it is often too complicated and bureaucratic. Participants supported the use of visual summaries to accompany lengthy reports and highlight key points. Participants discussed the use of animated videos to provide an overview of program services. Participants supported the use of short clips on social media that directly link to resources on the state agency's website to allow for an engagement analysis of clicks and views. Participants recommended adding a section for communications to an existing provider page instead of introducing a new destination for resources. Alternatively, the website could be restructured to simplify navigation overall for providers and community partners.
Discussion	Participants noted that families are eagerly waiting for more information about REACH and proposed engaging consumers early to increase trust and improve the quality of the system – for example, inviting families to participate in or provide feedback on member communication videos.
Current REACH Communications	<p>Iowa HHS shared links to two pages on their website: a REACH overview and class action lawsuit and settlement information.</p> <ul style="list-style-type: none"> REACH overview: https://hhs.iowa.gov/programs/welcome-iowa-medicaid/current-projects/iowa-reach Class action lawsuit and settlement information: https://hhs.iowa.gov/initiatives#children-mental-health-lawsuit
Public Comment	None.

NEW ACTION ITEMS

ITEM #	DESCRIPTION	OWNER	DUE DATE	STATUS
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N/A	N/A	N/A	N/A	N/A
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