



Iowa REACH Communications Subcommittee

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Health and
Human Services

Background

- ▶ Last month, we heard helpful feedback that community members are confused about the changes that will happen with REACH and when changes will occur.
- ▶ We want to limit confusion, but many of the pieces of REACH are still being determined.
- ▶ Today, we'd like your help determining
 - How to keep people engaged with our current outreach
 - How to address confusion while pieces of the REACH puzzle are still coming together

REACH Engagement Updates

Communication Materials

- ▶ REACH introductory one-pager
- ▶ Presentation video for families, guardians, members
- ▶ Brochures and rack cards
 - ▶ Can be placed in common gathering places like libraries, community centers, health clinics, etc.
- ▶ REACH Roadshows
 - ▶ PowerPoint, in-person and virtual meetings, handouts available
- ▶ Email communications
 - ▶ Update mailing lists, add notifications, include more people on newsletters

Platforms for Engagement

- ▶ We have begun holding REACH Roadshow meetings, and will continue to meet over the Fall
- ▶ Iowa's new Medicaid Director is interested in engaging the public through his own roadshow
- ▶ We are continuing to engage REACH subcommittees

Discussion Questions

How can we boost engagement with REACH subcommittees?





What could a roadshow with the Medicaid Director look like?

In-person? Q&A session?



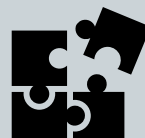


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REACH Subcommittees and Goals

Committee	Goals	Status	
Implementation Team	Oversees the progress of the other subcommittees	Continuing to provide insight based on the discussions of the other subcommittees	
Consumer Steering Committee	Engage families and providers through targeted engagement and education activities to improve and strengthen services as part of the Iowa REACH Initiative	Continuing to provide insight based on the discussions of the other subcommittees	
Communications Subcommittee	Inform accessible information about the obligations of this settlement and the plan to provide Relevant Services within the Iowa REACH continuum of care for youth, providers, and child-serving agencies	Informing communication materials and engagement for REACH	
Assessment Tool Subcommittee	Recommending the new uniform assessment tool that will be used for Iowa REACH Initiative pathways to care	Submitted Assessment Tool Recommendation Memo	

REACH Subcommittees and Goals

Committee	Goals	Status	
Intensive Care Coordination Subcommittee	Inform an improved and strengthened care coordination service array that effectively meets the individualized needs of the Defined Class	Discussing how to design REACH care coordination	
Service Development and Provider Capacity Subcommittee	Develop and strengthen the HCBS service array that is individualized and strengths-based aimed to correct or ameliorate behavioral health conditions that interfere with a child's functioning	Developing service and provider design recommendation memo	
Quality Improvement and Accountability Subcommittee	Develop and implement an Iowa REACH Initiative Quality Improvement and Accountability (QIA) framework and plan that establishes the approach and elements of performance the state will monitor to determine the quality of the Relevant Services and evaluate whether the Defined Class are achieving improved outcomes	Discussing elements of a high-quality REACH system	

Subcommittee Updates

- ▶ Subcommittees have recommended a uniform assessment tool
- ▶ By the end of the year, subcommittees will recommend:
 - A design for REACH services and providers
 - A design for intensive care coordination
 - An initial approach for quality assurance
- ▶ In 2026, subcommittees will continue to meet about:
 - Implementation considerations across subcommittees
 - Fully designing a quality improvement and assurance plan
 - Ensuring clear communications

Implementation Timeline per Settlement Agreement

- ▶ HHS will prepare for implementation in 2026-2027, including:
 - Reviewing subcommittee recommendation memos
 - Continuing to solicit subcommittee feedback on implementation
 - Further defining quality metrics
 - Creating new provider manuals for REACH
 - Developing provider training

- ▶ Early adopters will begin implementation in 2027
 - Final statewide REACH coverage has a target date of **July 1, 2028**



Engagement Considerations

- ▶ We want communications to build trust with community members by:
 - Being honest about what is and is not decided
 - Continuing to gather and act on their feedback

- ▶ We do not want our materials to cause further confusion through:
 - Providing too much information about what is undecided
 - Presenting early information that may change

Discussion Questions

What is the best way to communicate about current resources given that REACH will not be available until 2028?

How should we approach engagement and involvement given that services are still being designed?

What are the largest sources of confusion for people you've talked to?

How can we build trust through communications on REACH when we are still figuring out what care will look like?

How can we reassure members that REACH is progressing?



Public Comment