



Iowa REACH Communications Subcommittee

October 2025



Health and
Human Services

Agenda

- ▶ REACH engagement updates
- ▶ Next Steps for Communications Subcommittee in 2026
- ▶ Public comment

REACH Engagement Updates

REACH Roadshow Updates

Event	Presenter	Description
DD Council 'Make Your Mark' Conference	Director Lee Grossman	HOME and REACH Updates + Q&A
Iowa Association for People Supporting Employment (APSE)	Director Lee Grossman / Director Zac Rhein	HOME and REACH Updates + Q&A
Iowa Ideas Conference w/ The Gazette	Director Lee Grossman	Introduction for Dir. Grossman; announced Medicaid priorities and project updates
LTSS Luncheon w/ Community Partners	Director Lee Grossman	HOME and REACH Updates
HHS Performance and Operations	Jenny Erdman	Presentation for HHS staff on HOME and REACH
On-Site visits	Kayla Powell	On-site visits (handing out one-pager to staff with information)
HHS Town Halls (October, November, December)	Medicaid Staff / Mathematica	Presentations on HOME / REACH

Discussion

- ▶ Do you have other ideas for how we can raise awareness about REACH and begin engaging community members during its rollout?
- ▶ Given that we are still in the earlier stages of REACH development, is there anything we should be doing to make sure we are staying connected with community members as we enter the decision-making phase of the work?

Communications Subcommittee – Next Steps

REACH Timeline

- ▶ Last month, we discussed a high-level timeline for REACH which is summarized below:
 - 2026: HHS and Subcommittees make decisions on REACH implementation
 - 2027: Early adopters begin REACH implementation
 - 2028: Full REACH adoption has a target date of July 1, 2028

- ▶ With this timeline, HHS is still making decisions and likely won't have communication materials on the specific elements of REACH until later in 2026

- ▶ We are looking for feedback on our plan for communications and the role of the communications subcommittee during this planning phase.

2026 Communication Plan

- ▶ HHS will continue to socialize REACH with key groups and community members through the roadshow and town halls
 - Questions and answers will be posted to the website
- ▶ HHS will share timeline information with providers and potential enrollees
- ▶ HHS will prepare potential communication materials as decisions are made (likely late 2026)

Do you have any comments with this approach to communications in 2026? Is there anything else HHS should communicate at this stage?

Communications Subcommittee in 2026

- ▶ **Option 1:** Continue Communications Subcommittee discussions on an as-needed or bimonthly basis
- ▶ **Option 2:** Move Communications Subcommittee discussions to other committees, such as the Consumer Steering Committee, as communications materials are ready
- ▶ **Option 3:** Temporarily close the Communications Subcommittee and reconvene in late 2026 once HHS is ready to communicate on specifics of the REACH program

Do any of these options sound like a good next step for discussions on communications?

Public Comment