

Pop Up 1: MassHealth Member Engagement

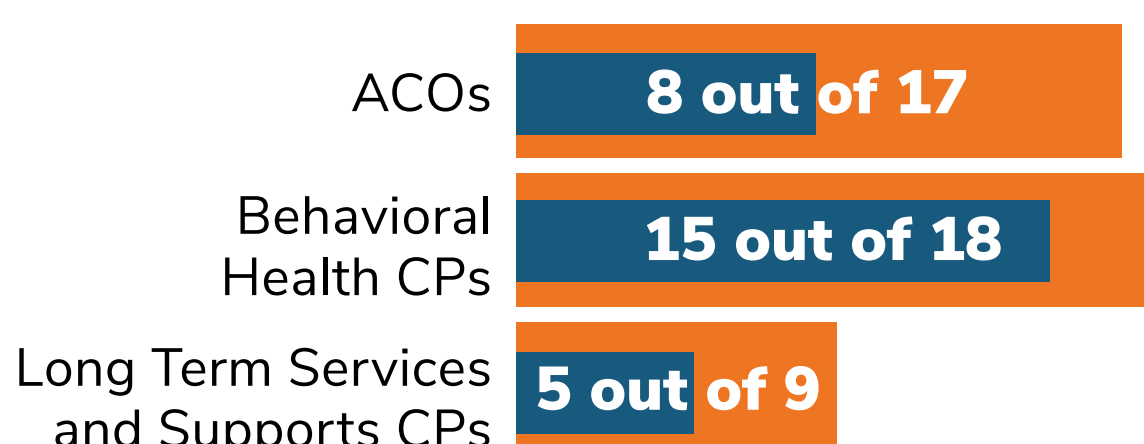
The inaugural MassHealth DSRIP Statewide Investment (SWI) Pop Up, “Lessons Learned from Other States: Innovative Strategies for Finding and Engaging the Hardest to Reach MassHealth Members”, occurred on September 13, 2019 in Boston, MA. Attendees completed a post-event evaluation survey. The results are described below.

Who Attended

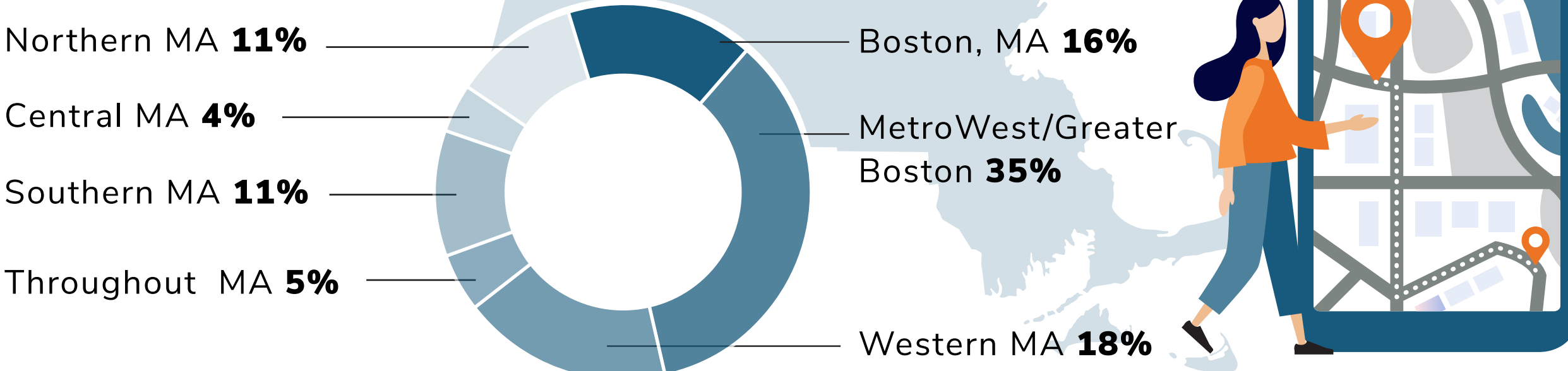
81 people attended the first Pop Up
75% were from ACOs and CPs



63% of ACOs and CPs Participated:

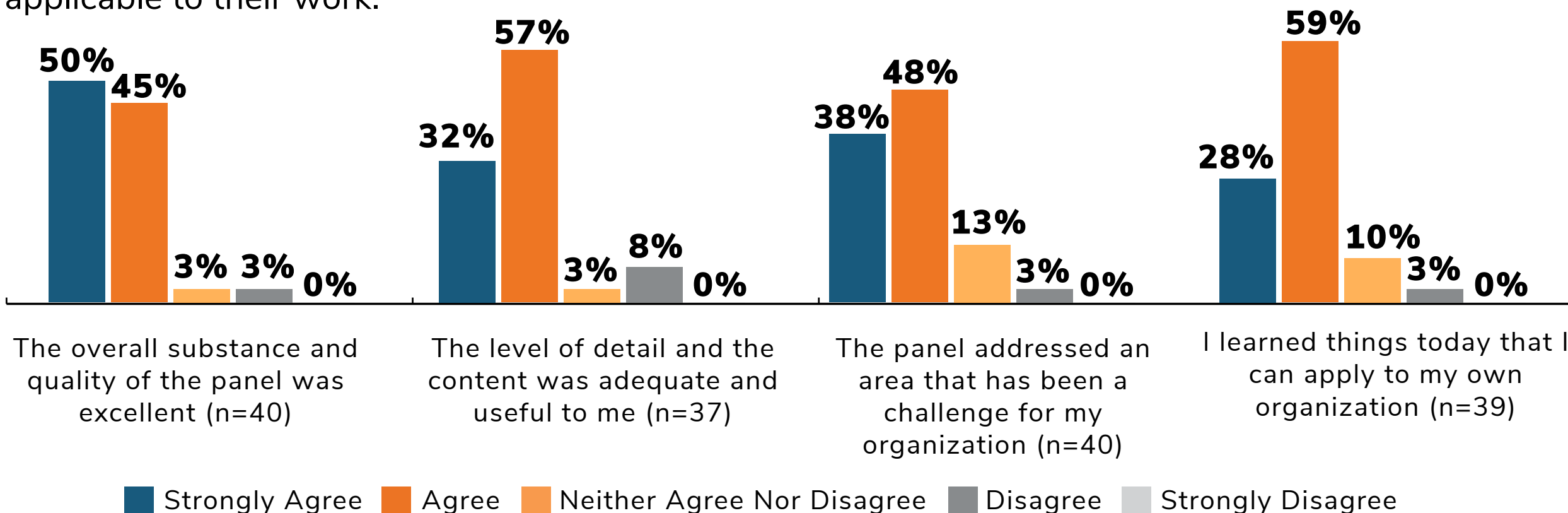


Representatives of ACOs and CPs Traveled from Every Region of the State (n=55)



Feedback on Pop Up Content

Pop Up attendees rated the substance, quality, level of detail, and overall content of the panel very highly. Attendees generally felt that the panel was relevant to their organizations’ challenges and applicable to their work.



The Value of Learning from Organizations in Other States

Survey respondents noted the value of hearing from organizations in other states about the approaches they are using to solve problems similar to those that affect MassHealth ACOs and CPs.

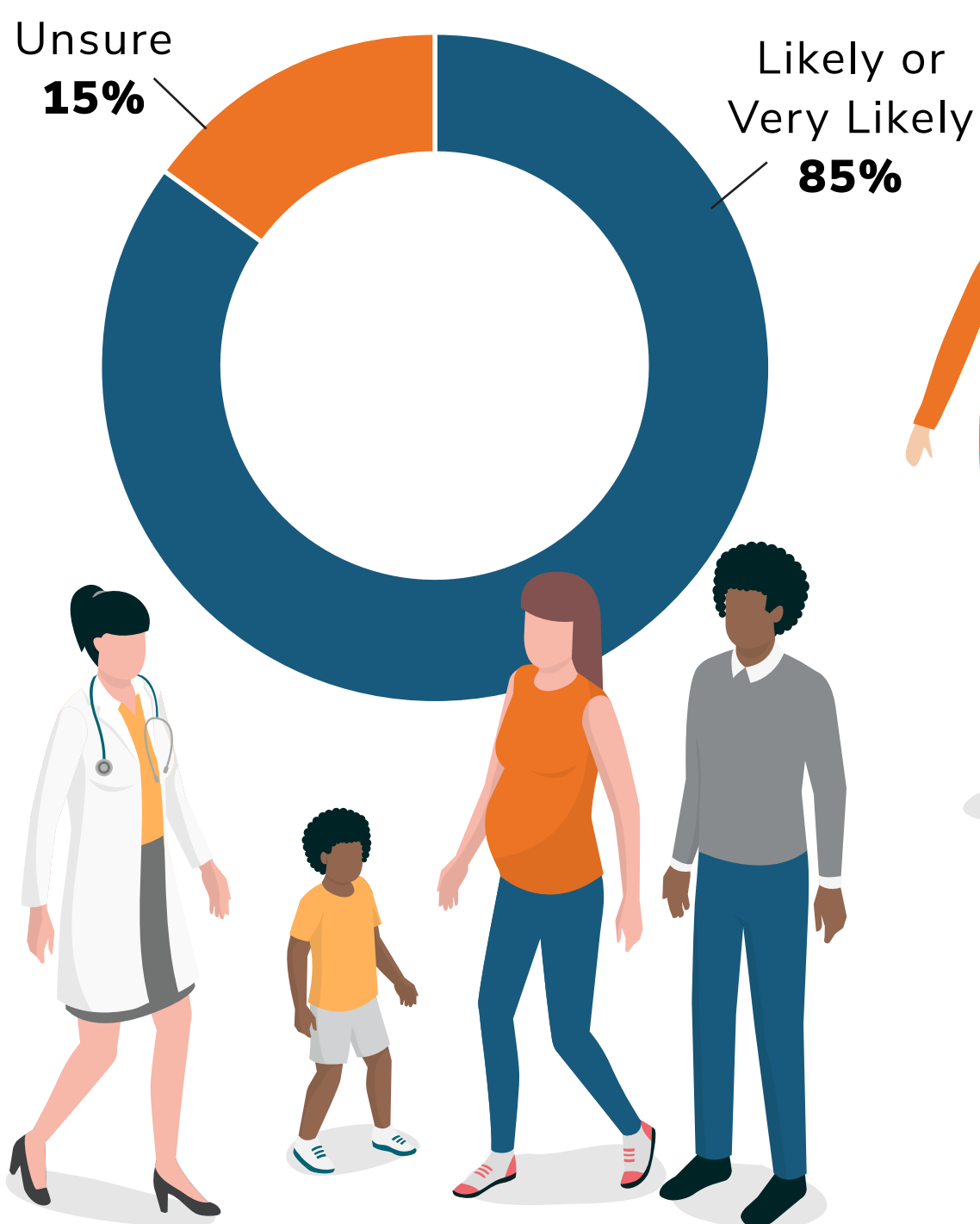
“We are facing the same challenges [as the panelists] and it is uplifting to know there is a solution.”

“[It was most valuable] learning about the different ways each organization accomplishes the same task, which is to meet members where they are and help accomplish [members’] goals.”

Improvements Planned Based on Participant Feedback

Who is Coming Back for Future Pop Up Events? (n=39)

Note: No attendees said they were unlikely or very unlikely to come back for future Pop Up events.



- Identify speakers from organizations more like MassHealth ACOs and CPs
- Provide more time for questions, answers, and discussion
- Expand Pop Up learning by offering recordings and other materials online

Suggested Pop Up Topics for the Future

- Serving Children and Families
- Fostering Collaboration and Integration among ACOs and CPs
- Managing Complex Care
- Integrating Care Across Social Service and Medical Providers
- Measuring Return on Investment and Patient Outcomes

