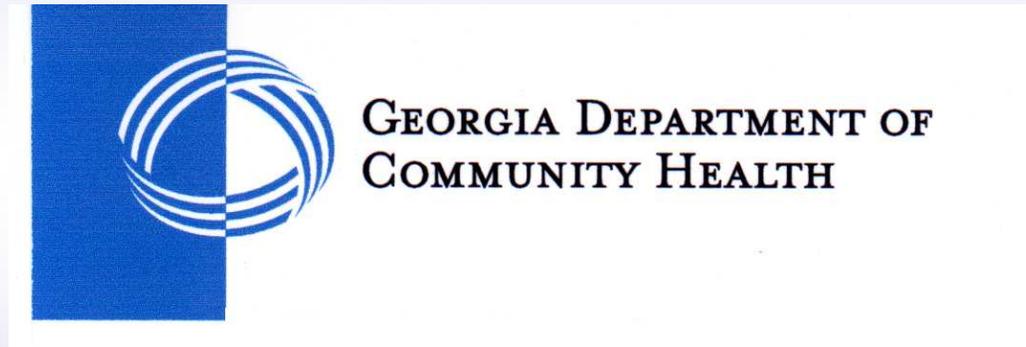


# Georgia Healthy Families: Communications Plan



Board Presentation  
September 8, 2005



Georgia

**Healthy Families**

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*Choices for a Healthy Life*

# Communication Goals

- Increase member awareness of Georgia Healthy Families (GHF), the choices they will have and how they go about making them.
- Empower providers and communities to support members in making informed choices.



# Objectives

- Building brand awareness
  - Major focus of DCH prior to October 17
  - Will continue through implementation of all six regions
- Educating members
  - Major focus of Maximus, enrollment broker
  - Will include direct-to-consumer and community-level activities

# Communication Strategies

- Reach members through their touch points
  - Existing enrollment and member support services (DFCS, RSM, PeachCare and ACS)
  - Health care providers
  - Community groups
- Educate media to create broad-based awareness

# Member Support Outreach

- Medicaid and PeachCare members call the people they know when they have questions
  - DFCS, RSM, PeachCare and ACS need to be prepared to answer questions
  - May also be proactive in educating members about GHF before it is implemented in their region
- Will provide call scripts and materials, in coordination with Maximus

# Provider Outreach

- The first question many members will ask: Will I have to change doctors? To get the answer, they will call their current providers
- Providers need information
  - about the CMOs,
  - About how members select a PCP and
  - the member and provider enrollment processes
- Will work with professional associations to provide information and materials

# Engage Media to Deliver Messages to Members

- Georgia Healthy Families:
  - is a new program to deliver health care services to members of Medicaid and PeachCare for Kids.
  - offers the same Medicaid and PeachCare benefits through a new delivery system.
  - provides Medicaid and PeachCare members with a choice of health care plans that fits their individual needs.
- Contact Georgia Healthy Families to get the health care plan that is best for you and your family.

# Timeline

September	Develop materials for members
	Begin outreach to provider associations, including distributing materials, newsletter articles
	Distribute call scripts and information to DFCS, RSM, PeachCare and ACS
	Begin outreach to community groups
October	Distribute media materials – radio scripts, releases





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