

**COMMONWEALTH OF MASSACHUSETTS**  
**EXECUTIVE OFFICE OF HEALTH AND HUMAN SERVICES**

**One Ashburton Place, 11<sup>th</sup> floor**  
**Boston, MA 02108**

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**MassHealth Member Engagement Initiatives**

**REQUEST FOR INFORMATION**

**DOCUMENT #: 22KAEHSMEMBERENGRFI**

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**November 22, 2021**

The Executive Office of Health and Human Services (EOHHS) is committed to working with our members and other stakeholders to understand their experiences with the MassHealth program and address inequities and eliminate disparities in health and healthcare.

Member engagement is a key part of achieving MassHealth's goals and a core value of the agency in implementing programs and policies.

Currently, EOHHS and MassHealth maintain robust, active, and productive relationships with many advocacy, provider, and other stakeholder groups. As part of these efforts, EOHHS engages members and communities across a broad spectrum of activities, including stakeholder groups (such as regularly occurring program councils and issue-specific workgroups), listening sessions, requests for written feedback, and survey tools. Some of these activities are focused on engaging with stakeholders on specific programs or policies, while others are designed to get high-level feedback on larger scale initiatives or reforms. In some cases, MassHealth is required by state law to do a procurement process (meaning that individuals interested in participating must submit or respond to a formal application process and then be selected).

These efforts offer different kinds of opportunities for engagement depending on the topic or format, and are often designed to bring together diverse types of stakeholders all in one space, including, members, plans, providers, community-based organizations, and advocacy groups.

Such opportunities include, for example:

- Ongoing, program-specific councils such as: the Delivery System Reform Implementation Advisory Council (DSRIC), the One Care Implementation Council, and the Senior Care Options (SCO) Advisory Committee (SCO-AC)
- The Massachusetts Health Care Training Forums (MTFs) targeting assistor and provider groups
- Open public meetings or Requests for Information (RFIs – requests for written feedback on particular questions or policies)
- Member experience surveys in topic areas of primary care, behavioral health, and Long-Term Services and Supports
- MassHealth staff attendance at meetings hosted by different communities or groups

MassHealth is now seeking input from members, advocates, or other stakeholders on whether and how MassHealth could strengthen engagement more specifically with members, on topics that are important to them related to their experience with MassHealth and their health care. MassHealth is also interested in hearing from members who identify as part of communities who are impacted by health or health care disparities.

***The following questions may be answered by anyone who wants to provide feedback, including by members, advocates, or other stakeholders. You can provide responses as part of an organization or as an individual. You do not have to answer all the questions, and you can choose to respond to whatever ones you want.***

Note: All questions included in this RFI, including questions related to specific member engagement ideas or activities, are designed for the purpose of gathering information. MassHealth may use responses it receives to this RFI to help inform its ongoing efforts to engage members in strengthening policy and program initiatives, including efforts to better understand and reduce health and health care inequities.

### **Section 1. General Questions About Member Engagement**

1. Of the various stakeholder engagement opportunities that MassHealth has provided, which have been the most successful at engaging members, and why?
2. Are there particular challenges, concerns or other barriers that make it hard for members to engage with MassHealth on policy or program questions?
3. How might current stakeholder engagement opportunities be strengthened to address these barriers and promote greater member participation, and/or to make members feel more comfortable sharing experiences and providing feedback to MassHealth?
4. What formats or structures might work best for MassHealth to engage members on their experiences with the program, as well as on policy development and program implementation, including health equity?
  - a. For example,
    - i. A member engagement committee made up of a select number of diverse MassHealth members;
    - ii. Focus groups;
    - iii. Quarterly open meetings on specific topics;
    - iv. Electronic surveys, webinars, or other virtual means;
    - v. Other structures or formats (and if so, what); or
    - vi. A combination of the above (and if so, what)?

### **Section 2. Questions About a Potential Member Engagement Committee**

1. Should a MassHealth member engagement committee that includes only MassHealth members be created through an application and selection process (a procurement)?

**If you think there should be a member engagement committee, please answer the following questions. Otherwise skip to the next section.**

2. What types of topics related to MassHealth should this kind of committee discuss or prioritize?
3. How could a committee be structured to ensure that members, particularly members representing diverse ages, cultural, linguistic, racial, health, disability, and/or sexual orientation and gender identities, feel comfortable engaging with MassHealth, and each other?
4. Would members feel more comfortable if a group outside of MassHealth (such as a community-based organization) helped run the committee and otherwise supported member participants?
5. If an outside group supported the committee (e.g., a facilitator):
  - a. What kind of group would be best? For example, should the group be:
    - i. A community-based organization with experience in health care or health care advocacy, or
    - ii. An organization that is more experienced with supporting diverse individuals, or
    - iii. Some other type of group?
6. How could MassHealth help support members in discussing topics they might not be familiar with or have experience in?
7. How would members and MassHealth work together to set the committee goals and/or agendas?
8. Would committee meetings be open to the public for all or a portion of the meeting, or be kept closed?
9. How often would the group meet?
10. What kind of supports would be helpful for member participants?
  - a. Stipend or gift cards
  - b. Interpreters
  - c. Transportation to/from meetings
  - d. Other accommodations?

11. Who should be represented on a member engagement committee?

- a. For example, how if at all, should participant selection be considered or prioritized in relation to members who:
  - i. Identify as part of a diverse community based on, e.g., cultural, disability, health, racial, linguistic, gender, sexual orientation, or other identities;
  - ii. Are from a broad range of geographic areas from across the state;
  - iii. Are enrolled in specific MassHealth programs;
  - iv. Are the parents or guardians of children who are MassHealth members?
- b. How if at all, should individuals' previous or current experience participating in other MassHealth stakeholder groups or forums be considered?
- c. Other?

12. What would be the best ways to outreach members to encourage them to join a committee?

13. Are there any other related issues to consider?

### **Section 3. Questions About Potential Focus Groups and/or Member Experience Surveys**

1. Should MassHealth and/or an organization contracted by MassHealth do focus groups and/or member surveys to better understand member experience?
2. Which is better for engaging members: in person focus groups, virtual focus groups, or surveys? Why?
3. Should these focus groups or surveys be run by MassHealth directly, or by an outside organization (e.g., community organization) contracted by MassHealth? Why?
4. What kinds of topics or questions should be asked?

### **Section 4. Questions About Virtual Member Engagement**

1. Would webinars designed for members on specific program topics be helpful?
  - a. If so, what kinds of topics would be helpful to cover?

2. Would a webpage that lists all of the current opportunities for member engagement with MassHealth be helpful to members (for example, that included all existing stakeholder groups, upcoming open meetings, etc.)?
3. What other kinds of virtual engagement, such as emails, social media, or other approaches, would be most effective in reaching and engaging members?

### **Section 5. Additional Questions for Consideration**

Are there other ideas for strengthening member engagement that MassHealth should consider?

### **Section 6. RFI Respondent Information**

**In your response, please include the following:**

1. Your name, address, and/or email address.
2. Please indicate whether you are responding on behalf of an organization, and if so, please include the name, address, and website (if applicable) of the organization.
3. Optional: if you feel comfortable, please indicate if you are a MassHealth member.

### **Section 7. RFI Response Instructions**

#### **A. Response Submission Instructions**

All responses to this RFI are due **no later than December 17, 2021**. Responses may be submitted in one of the following ways:

- **By email to:** [amy.butcher@mass.gov](mailto:amy.butcher@mass.gov), placing "Member Engagement RFI" in the subject line; or
- **In writing to:**

Amy Butcher

Procurement Coordinator

Executive Office of Health and Human Services

One Ashburton Place, 11<sup>th</sup> Floor

Boston, MA 02108

RE: Member Engagement RFI

## **B. Format**

If helpful, parties interested in responding to this RFI (Respondents) may use the “Member Engagement RFI Response Template,” attached here as **Attachment A** to provide their answers. The questions in the template are identical to the questions found above.

All responses should be typed (not handwritten) in paper or electronic format. EOHHS prefers to receive electronic submissions but will also accept paper (hard copy) responses. Any hard copy responses should be double-sided and single-spaced. Parties responding in hard copy should submit one original copy of their Response.

Interested parties are invited to respond to any or all of the RFI questions; please respond to as many as you feel are appropriate. Responses, including the template and any attachments, should be clearly labeled and referenced by name in the RFI response documents.

## **Section 8. Additional RFI Information**

### **A. COMMBUYS Market Center**

COMMBUYS is the official source of information for this RFI and is publicly accessible at no charge at [www.commbuys.com](http://www.commbuys.com). Interested parties are solely responsible for obtaining all information distributed for this RFI via COMMBUYS. It is each interested party’s responsibility to check COMMBUYS for any amendments, addenda, modifications to this RFI and any related document. The Commonwealth accepts no responsibility and will provide no accommodation to interested parties who submit a Response based on out-of-date information received from any source other than COMMBUYS. Interested parties may elect to obtain a free COMMBUYS Seller subscription which provides value-added features, including automated email notification associated with postings and modifications to COMMBUYS records. To learn more about the COMMBUYS system, please visit the [COMMBUYS Resource Center](#). Questions specific to COMMBUYS should be made to the COMMBUYS Help Desk at [OSDHELPDESK@MASS.GOV](mailto:OSDHELPDESK@MASS.GOV).

### **B. Communications**

Interested parties are prohibited from communicating directly with any employee of EOHHS or any of its constituent agencies with regard to the subject matter of this RFI except as specified above, and no other individual Commonwealth employee or representative is authorized to provide any information or respond to any question or inquiry concerning this RFI. Interested parties may contact the RFI contact person in **Section 5.A** above in the event the interested party is having trouble obtaining any documents or attachments electronically through COMMBUYS.

### **C. RFI Amendments**

Interested parties are solely responsible for checking COMMBUYS for any addenda or modifications that are subsequently made to this RFI. The Commonwealth and its subdivisions accept no liability and will provide no accommodation to interested parties who fail to check for amended RFIs.

### **D. Costs**

By submitting a Response, Respondents agree that any cost incurred in responding to this RFI, or in support of activities associated with this RFI, shall be the sole responsibility of the Respondent. EOHHS shall not be held responsible for any costs incurred by Respondents in preparing their respective Responses to this RFI.

### **E. Use of RFI Information**

Please note that this RFI is issued solely for the purpose of obtaining information. The RFI does not obligate EOHHS to issue a RFR nor to include any of the RFI provisions or responses in any RFR. No part of the response to this RFI can be returned. Receipt of RFI responses will not be acknowledged.

Information received in response to this RFI shall serve solely to assist the Commonwealth in the development of policy. No information received in response to this RFI is binding on the Commonwealth or any of its agencies. Responding to this RFI is voluntary and will not affect consideration of any proposal submitted in response to any subsequent procurement or solicitation. Responses to this RFI become the property of the Commonwealth of Massachusetts and, except as otherwise provided in section 3 of this RFI, or in this section 4.B., are public records under the Massachusetts Freedom of Information Law, M.G.L.c.66, section 10 and c.4, section 7, clause 26, regarding public access to such documents. Information provided in response to this RFI and identified by the Respondent as trade secrets or commercial or financial information, or which EOHHS has determined is such, shall be kept confidential to the extent permitted by law and shall be considered by EOHHS as exempt from disclosure as a public record (see Massachusetts General Laws, Chapter 4, section 7(26)(g)). This exemption may not apply to information submitted in response to any subsequent procurement solicitations.

Responses to this RFI may be reviewed and evaluated by any person(s) at the discretion of EOHHS, including independent consultants retained by EOHHS now or in the future. EOHHS

retains the right to request additional information from any Respondent. EOHHS may, at its sole discretion, elect to request formal presentations from certain Respondents and/or create an RFR based, at least in part, on the Responses received from this RFI. EOHHS may request further explanation or clarification from any and all Respondents during the review process.

## **Attachments**

### **Attachment A: Member Engagement RFI Response Template**

**ATTACHMENT A: MEMBER ENGAGEMENT RFI RESPONSE TEMPLATE**

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**November 22, 2021**

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**SECTION 1. GENERAL QUESTIONS ABOUT MEMBER ENGAGEMENT**

3. How might current stakeholder engagement opportunities be strengthened to address these barriers and promote greater member participation, and/or to make members feel more comfortable sharing experiences and providing feedback to MassHealth?

**SECTION 1. GENERAL QUESTIONS ABOUT MEMBER ENGAGEMENT**

4. What formats or structures might work best for MassHealth to engage members on their experiences with the program, as well as on policy development and program implementation, including health equity?

a. For example,

i. A member engagement committee made up of a select number of diverse MassHealth members;

ii. Focus groups;

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v. Other structures or formats (and if so, what); or

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**SECTION 2. QUESTIONS ABOUT A POTENTIAL MEMBER ENGAGEMENT COMMITTEE**

**SECTION 1. GENERAL QUESTIONS ABOUT MEMBER ENGAGEMENT**

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**SECTION 1. GENERAL QUESTIONS ABOUT MEMBER ENGAGEMENT**

4. Would members feel more comfortable if a group outside of MassHealth (such as a community-based organization) helped run the committee and otherwise supported member participants?

5. If an outside group supported the committee (e.g., a facilitator):

a. What kind of group would be best? For example, should the group be:

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12. What would be the best ways to reach out to members to encourage them to join a committee?

13. Are there any other related issues to consider?

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**SECTION 1. GENERAL QUESTIONS ABOUT MEMBER ENGAGEMENT**

3. Should these focus groups or surveys be run by MassHealth directly, or by an outside organization (e.g., community organization) contracted by MassHealth? Why?

4. What kinds of topics or questions should be asked?

**SECTION 4. QUESTIONS ABOUT VIRTUAL MEMBER ENGAGEMENT**

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2. Would a webpage that lists all of the current opportunities for member engagement with MassHealth be helpful to members (for example, that included all existing stakeholder groups, upcoming open meetings, etc.)?

**SECTION 1. GENERAL QUESTIONS ABOUT MEMBER ENGAGEMENT**

3. What other kinds of virtual engagement, such as emails, social media, or other approaches, would be most effective in reaching and engaging members?

**SECTION 5. ADDITIONAL QUESTIONS FOR CONSIDERATION**

1. Are there other ideas for strengthening member engagement that MassHealth should consider?

**SECTION 6: RFI RESPONDENT INFORMATION**

1. Your name, address, and/or email address.
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