



**IA Health Link Managed Care Program  
Provider Toolkit  
September 2015**



Dear Iowa Medicaid health care providers,

The Iowa Department of Human Services (DHS) will be transitioning most Medicaid members to a new managed care program, officially named IA Health Link, as of January 1, 2016. The goals of IA Health Link are to improve the coordination and quality of care that Medicaid members receive and become a healthier state, while Iowa works towards a balanced, predictable state budget.

This program will be administered by contracted managed care organizations (MCOs) that will provide members with comprehensive health care services, including physical health, behavioral health, and long term care services and support. All members will have six months to two years to remain with their current provider(s), depending on the Iowa Medicaid services for which they are currently eligible. Members may keep their current medical health providers, mental health providers, and case manager until at least June 30, 2016, as long as their provider(s) choose to participate with the MCOs. The IA Health Link program has made sure that long term care or in home services and support providers will have the chance to be part of the MCOs through the end of December 2017.

Providers should contract with MCOs to continue providing care to Medicaid members. As part of ongoing network contracting, the MCOs will consider the quality of providers within their network. This reflects the priority of the DHS and MCOs to provide members the high quality care they deserve. **You will be receiving information over the next few months on contracting with a MCO.**

We understand that this is a very complex process, and that members may have many questions for you. We are here to help. This toolkit includes materials you can use to educate members about the IA Health Link program, as well as information for providers about how to participate in and support communication efforts.

You will notice this toolkit is branded IA Health Link. The IA Health Link brand previously represented the Healthy Behaviors program of the Iowa Health and Wellness Plan in 2014 through 2015, and was designed with the capability to represent future transitions for Medicaid programs, such as this new managed care program. The campaign and its website will ensure a seamless transition into the managed care program.

The enclosed documents have been developed to help communicate important information to members. Please use these materials in your local outreach efforts.

**This toolkit will be continually updated as new information and educational materials are available, visit our website frequently to check for updates.**

Thank you for your continued support,

Mikki Stier, MSHA, FACHE  
Medicaid Director



## IA Health Link Program Overview

### Initiative Name

Medicaid Modernization Transition

### Implementation Dates

Spring 2015-January 2016

### Project Background

On February 16, 2015, the Iowa Department of Human Services (DHS) released a Request for Proposal (RFP) for Governor Branstad's Iowa High Quality Health Care Initiative also known as Medicaid Modernization. This initiative aims to improve the coordination and quality of care, while providing predictability and sustainability for Iowa taxpayers in Medicaid spending.

Under this initiative, we will enroll the vast majority of Iowa Medicaid members with a managed care organization (MCO). On August 17, 2015, DHS issued a notice of intent to award four MCOs with contracts to administer the program. The MCOs will provide comprehensive health care services, including physical health, behavioral health, and long-term services and supports.

You can learn more about the four MCOs to recently receive a bid award at <http://dhs.iowa.gov/sites/default/files/IAHealthLink-Announcement-NOI.pdf>.

The MCOs will begin providing services to members on January 1, 2016. Prior to beginning those services, DHS must prepare and transition the majority 560,000 current Medicaid members to the MCOs. In addition to the communications to members during the transition, DHS must also prepare the health care provider community, advocates, community resources, and family members.

### Overall Goal

DHS aims to improve the coordination and quality of care while providing predictability and sustainability for Iowa taxpayers in Medicaid spending. To accomplish this goal, DHS has contracted with four MCOs to coordinate care for the vast majority of Medicaid members.

### Bidder Awards

On Monday, August 17, 2015, DHS announced the intent to award four bidders. The bidders include:

- Amerigroup Iowa, Inc.
- AmeriHealth Caritas Iowa, Inc.
- UnitedHealthcare of the River Valley, Inc.
- WellCare of Iowa, Inc.



## Provider FAQ

*Find answers to frequently asked questions from providers.*

### **Question: What is Medicaid Modernization?**

Medicaid Modernization is the initiative supporting the Iowa High Quality Health Care Initiative announced by Governor Branstad on February 16, 2015. The initiative aims to improve access and care coordination, promote accountability and outcomes and provide a predictable and sustainable Medicaid budget. Through Medicaid Modernization, the Iowa Department of Human Services will contract with managed care organizations for the delivery of health care services for most Medicaid members.

### **Question: Will the managed care programs such as; MediPASS and the Iowa Wellness Plan through the IME continue into 2016?**

Program eligibility will not change, but the majority of Medicaid members will be transitioned to managed care organizations. Members enrolled in current programs such as MediPASS and the Iowa Wellness Plan are included in that transition. Iowa Medicaid will maintain fee-for-service coverage for the limited number of members excluded from managed care.

### **Question: Who is excluded from participating in managed care?**

Eligible members that will be excluded from managed care include:

- Members participating in the Medicare Savings Program
- Medically needy individuals
- Short-term Medicaid for undocumented individuals
- Members participating in the Health Insurance Premium Payment (HIPP) Program
- \*Members enrolled in the Program of All Inclusive Care for the Elderly (PACE)
- \*American Indians or Alaskan Natives

\*Indicates the member may opt into managed care

### **Question: Will Home and Community Based Services (HCBS) waiver services be available in 2016?**

All the Medicaid state plan and Home and Community Based Services (HCBS) and Habilitation program benefits available today will continue to be available through the MCOs. HCBS and Habilitation providers who are enrolled with Medicaid will be part of the MCO provider network, if they choose, until December 31, 2017. After December 31, 2017, provider networks will be negotiated by the MCOs and providers.

### **Question: Will providers be required to enroll with all participating MCOs and the Iowa Medicaid Enterprise (IME)?**

All Providers will be required to enroll with the IME. Providers will be able to choose which MCOs they wish to enroll with and will not be required to enroll with all MCOs.



**Question: Where can I learn more about contracting with the MCOs?**

Providers may directly contact the MCOs to learn more about the contracting process. Providers may also receive information from the MCOs as they work to build their networks.

You may access the Informational Letter regarding the announcement DHS made on August 17, 2015 to award four bidders here:

[https://dhs.iowa.gov/sites/default/files/1539\\_DHS\\_Anounces\\_Winning\\_Bidders\\_for\\_Medicaid\\_Modernization\\_Initiative.pdf](https://dhs.iowa.gov/sites/default/files/1539_DHS_Anounces_Winning_Bidders_for_Medicaid_Modernization_Initiative.pdf)

For information on provider contracting, please see **Provider Contracting Information** on the following page.

DHS anticipates that contracts will be signed in September 2015.

**Question: Will the MCOs have to honor existing prior authorizations?**

The MCOs will honor existing authorizations for at least three months.

**Question: Who is responsible for the utilization management guidelines?**

The MCOs are responsible, but guidelines must be approved by DHS.

**Question: Will claims be paid on a timely basis?**

The MCOs are required to pay claims within similar timeframes as Medicaid.

**Question: Which providers are included in the six month network transition and which providers are included in the two year transition?**

Six Months:

- Physical health care providers (ex. Primary care, hospitals, specialists, etc.)
- Behavioral health care providers (excludes CMHCs, and IDPH-funded substance use providers)
- Case managers

Two Years:

- Nursing Facilities
- HCBS waiver and habilitation providers (excludes case managers and care coordinators)
- Community Mental Health Centers
- ICF/IDs
- Health Homes
- Substance use disorder treatment programs also in the IDPH-funded network



## Provider Contracting Information

Providers wishing to contract with the four awarded managed care organizations should directly contact those organizations.

Providers will be required to be enrolled with Iowa Medicaid if they wish to serve members through the managed care organizations. If you are already enrolled with Iowa Medicaid, the requirement has been met at this time.

If you are unsure if you are enrolled with Iowa Medicaid, or have questions regarding the process, please contact Iowa Medicaid Provider Services at 1-800-338-7909 from 7:30 a.m. – 4:30 p.m., Monday- Friday.

Please use the contact information below for contracting discussions with the managed care organizations.

Managed Care Organization	Contact and Phone Number
Amerigroup Iowa, Inc.	Email: <a href="mailto:iowamedicaid@amerigroup.com">iowamedicaid@amerigroup.com</a> Phone: 1-855-789-7989
AmeriHealth Caritas Iowa, Inc.	<a href="mailto:iowaProviderNetwork@amerihealthcaritas.com">iowaProviderNetwork@amerihealthcaritas.com</a> 1-855-287-7855
UnitedHealthcare Plan of the River Valley, Inc.	New Providers: Contact Jackie Powell at 515-727-2023 Existing Providers: Contact your current contract manager
WellCare of Iowa, Inc.	Email: <a href="mailto:iowaNetwork@wellcare.com">iowaNetwork@wellcare.com</a>



## Provider Education and Training

Providers can learn more about this transition through Medicaid’s Annual Provider Training. Additional training webinars, educational materials and resources will be added to this toolkit throughout the fall of 2015.

### Annual Provider Training Schedule

Access the Informational Letter providing the registration form, and the Annual Provider Training details and updates here:

[https://dhs.iowa.gov/sites/default/files/1537\\_Annual\\_Provider\\_Training\\_2015\\_1.pdf](https://dhs.iowa.gov/sites/default/files/1537_Annual_Provider_Training_2015_1.pdf)

Venue	Date	Times	Address/ Location	Additional Information
<b>Sioux City</b>	Monday 9/14	9:00 a.m.-11:00 a.m.  1:00 p.m. -3:00 p.m.	Western Iowa Tech Community College 4647 Stone Avenue Sioux City, IA 51106	Cargill Auditorium (D103) Visitor Parking Available
<b>Council Bluffs</b>	Tuesday 9/15	9:00 a.m. -11:00 a.m.  1:00 p.m. -3:00 p.m.	Iowa Western Community College 2700 College Road Council Bluffs, IA 51503	Looft Hall Auditorium Visitor Parking Available
<b>Bettendorf</b>	Wednesday 9/16	9:00 a.m. -11:00 a.m.  1:00 p.m. -3:00 p.m.	Scott Community College 500 Belmont Road. Riverdale, IA 52722	Student Life Center Visitor Parking Available
<b>Burlington</b>	Thursday 9/17	9:00 a.m. -11:00 a.m.  1:00 p.m. -3:00 p.m.	Catfish Bend Inn & Spa 3001 Winegard Drive Burlington, IA 52601	Pzazz Convention and Event Center Hall B Parking Lot
<b>Fort Dodge</b> *Registration is full	Monday 9/21	9:00 a.m. -11:00 a.m.  1:00 p.m. -3:00 p.m.	Iowa Central Community College East Campus 2031 Quail Avenue Fort Dodge, IA 50501	Triton Room Visitor Parking Available
<b>Mason City</b>	Tuesday 9/22	9:00 a.m. -11:00 a.m.  1:00 p.m. -3:00 .pm.	North Iowa Area Community College 500 College Drive Mason City, IA 50401	Muse Norris Conference Center Rooms A-F Visitor Parking Available



Venue	Date	Times	Address/ Location	Additional Information
<b>Waterloo</b>	Wednesday 9/23	9:00 a.m. -11:00 a.m.  1:00 p.m. -3:00 p.m.	Hawkeye Community College 1501 East Orange Road Waterloo, IA 50704	Tama Hall Room 102 Visitor Parking Available
<b>Cedar Rapids</b>	Thursday 9/24	9:00 a.m. -11:00 a.m.  1:00 pm-3:00 pm	Kirkwood Community College 7725 Kirkwood Boulevard SW Cedar Rapids, IA 52404	The Hotel at Kirkwood Ballroom A & F Visitor Lot
<b>Dubuque</b>	Monday 9/28	9:00 a.m. -11:00 a.m.  1:00 p.m. -3:00 p.m.	Northeast Iowa Community College 680 Main Street Dubuque, IA 52001	Rooms 106A & B Parking Ramps & Meters
<b>Ottumwa</b> *Registration is full	Tuesday 9/29	9:00 a.m. -11:00 a.m.  1:00 p.m. -3:00 p.m.	Indian Hills Community College 623 Indian Hills Drive Ottumwa, IA 52501	Bennett Building; Room 100 West Lot- Visitor Parking
<b>Des Moines</b>	Wednesday 9/30	9:00 a.m. -11:00 a.m.  1:00 p.m. -3:00 p.m.	Wallace Building 502 East 9th Street Des Moines, IA 50309	Main Auditorium Parking Ramps or Street Parking Available



## Member Promotional Materials

The next section of the toolkit includes several materials that can be used to communicate information about the IA Health Link program to Medicaid members. Additional materials will be released on an ongoing basis.

### **The following promotional materials include:**

- Member FAQs
- Sample email content to members
- Sample social media posts
- Estimated campaign timeline



## Member FAQs

Use the following information will help answer questions about the IA Health Link program with members.

### **What is the IA Health Link program?**

IA Health Link is Iowa's new managed care program for Medicaid members. On January 1, 2016, most Iowa Medicaid programs will be joined together in a single managed care program that will give you the same health care coverage you know and use, but will be covered by a managed care organization.

### **What is a managed care organization?**

A managed care organization (MCO) is a health plan. It is a type of health coverage that makes sure you get complete care that's just right for you from the managed care organization's network of providers. You will have the opportunity to choose your MCO in the coming months, if you do not choose then the state will match you with an MCO. You will receive more information about MCOs in the coming months, so **you do not need to do anything right now.**

### **Are Iowa Medicaid members *required* to enroll with a managed care organization?**

Almost all Iowa Medicaid members are required to enroll with a managed care organization (MCO), but you may be able to keep seeing your current provider if they contract with a MCO. You may also choose an MCO. If you do not choose then the state will match you with an MCO in the coming months. If you are interested in learning if your program will enroll with MCOs, visit [dhs.iowa.gov](http://dhs.iowa.gov).

### **Will my benefits or provider change?**

Your benefits will not change as long as you are eligible for the same program. Your medical, mental health and long term care benefits will be covered by an MCO beginning January 1, 2016. The MCO will have a network of providers across the state of Iowa for you to choose from. Your provider may change if they choose not to contract with an MCO. More information will be sent to you about the managed care organizations in the near future, so **you do not need to do anything right now.**

### **Why is this changing?**

Understanding health care coverage can be difficult, especially if there are lots of different programs with different rules. IA Health Link brings Iowa Medicaid programs together into one simple program for individuals and families to all get the best care they need.

### **What services are in, and which services are out?**

All benefits that are available to you today will continue with your managed care organization.



**Will there be continuing education for members?**

Yes, ongoing education will be available in the coming months. Please check our website ([dhs.iowa.gov](http://dhs.iowa.gov)) periodically for event schedules and updated documents.

**If I am part of the Iowa Health and Wellness Plan, will I still need to engage in healthy behaviors?**

Yes, Iowa Health and Wellness Plan members still need to participate in the Healthy Behaviors program if members do not want to make a monthly contribution the following year. These help you stay healthy and can save you money. Getting a physical or dental exam is the first of many preventive health services that help you get the care you need. Remember, Iowa Health and Wellness Plan members who complete healthy behavior requirements each year will not be charged up to \$10.00 per month the following year.

**How and where can I learn more?**

If you have questions or comments about this change or your current health coverage, please call the Iowa Medicaid Member Services Unit at 1-800-338-8366 or 515-256-4606. Representatives will be available Monday-Friday, 8:00 a.m. to 5:00 p.m.



## Sample Email Content to Members

Below is a generic email to use when questioned about the IA Health Link program, and what members can expect during this transition.

### Sample

Dear [member name],

Thank you for your questions, comments, and concerns about new managed care program provided by Iowa Medicaid. The new program is called IA Health Link and will go into effect on January 1, 2016. IA Health Link will join together Medicaid programs under a single managed care program. This new program will give you the high quality health care coverage you know and use, but will be covered by a managed care organization (MCO).

A managed care organization (MCO) is a health plan. It is a type of health coverage that makes sure you get complete care that's just right for you from the managed care organization's network of providers. Almost all Iowa Medicaid members are required to enroll with a MCO, but you will be able to keep seeing your current provider if they contract with a MCO.

**You do not need to do anything right now.** You can continue to work with your current provider(s), and coverage for health care services by the MCO will begin on January 1, 2016. The MCO will have a network of providers across the state for you to choose from. More information will be sent to you about health plan options later in the fall.

If you have questions about this change or your current health care coverage, please call the Iowa Medicaid Member Services Unit at 1-800-338-8366 or 515-256-4606, if calling from the Des Moines area. Iowa Medicaid representatives will be available Monday-Friday, 8:00 a.m. to 5:00 p.m.

Sincerely/In health,

[Signature]

[Typed name]

[Position]



## Member Enrollment Timeline and Process

Overview of Enrollment Process						
September 2015	October 2015	November 2015	December 2015	January 2016	February 2016	March 2016
Introductory Mailings by population	MCO Enrollment Begins	Enrollment assistance continues	December 17, 2015: Last Day to Make MCO Choice for January 2016	January 1: Begin Coverage with MCO		March 19: Member must have Good Cause to make change

### Member Enrollment Packets

Member enrollment packets will be mailed in October through November. The tentative assignment is included and based on algorithm to keep families together under one MCO.

- Mailings will be staggered by program enrollment similar to introductory mailing
- Current members have until December 17 to choose for January 2016, with an additional 90 days after the assignment to change MCOs for any reason
- DHS notifies MCO of selection through enrollment file

### Member Choice of MCO

Iowa Medicaid Member Services will be the Enrollment Broker and is responsible for providing information and conflict free choice counseling for members in the selection of a MCO. Key activities to share information and support member selection of MCO:

- In-person meetings throughout state with special focus on long term care members, schedules upcoming and posted online
- Email: [IMEMemberServices@dhs.state.ia.us](mailto:IMEMemberServices@dhs.state.ia.us)
- Call Center: 1-800-338-8366, 8am-5pm, M-F
- Members can select their MCO through voice system option 24/7 daily



The Enrollment Broker will offer health plan choice counseling to members. Choice counseling includes answering member questions about each health plan such as:

- Is my provider in the MCO network?
- Is my pharmacy in the MCO network?
- Does the MCO have specialists close to my community?
- Does the plan have value-added services that would benefit me?
- Are there special health programs that would help me?
- Does the MCO have call centers or helplines available beyond regular business hours?

### **Changing MCOs for Good Cause**

Members may disenroll from their MCO at any time throughout the year for reasons of “good cause.” “Good cause” reasons can include:

- A member’s provider is not enrolled with the MCO and that provider disenrollment impacts the members’ health outcomes
- A member needs related services to be performed at the same time and not all related services are available in the MCO network
- If there is a change in eligibility (for example PACE)

To make a change:

- Members call the Iowa Medicaid Enrollment Broker to request disenrollment for “good cause”
- Members tell the Enrollment Broker which MCO they want to switch to
- If a member has a question about whether they have a “good cause” they can call the Enrollment Broker for more information



## Sample Social Media Posts

Below are sample social media posts your center can distribute through your social media channels. The goal is to provide high-level information about the IA Health Link program.

### Example Facebook Posts

Are you a current Iowa Medicaid member? Most Iowa Medicaid programs will be joined together in a single managed care program called IA Health Link as of January 1, 2016. Learn more about this new program at [dhs.iowa.gov](http://dhs.iowa.gov).

The new IA Health Link program will give current Iowa Medicaid members access to high quality health care coverage through a managed care organization, or MCO. A MCO is a health insurance company that will make sure you receive complete health care that's right for you.

You can learn more about the new IA Health Link program at meetings that will occur around the state of Iowa to educate members on the coming change.

Current Medicaid members: **You do not need to do anything at this time.** You will get a notice to let you know when you need to make a health plan choice.

### Example Twitter Posts

Are you a current #IowaMedicaid member? Learn more about the #IAHealthLink program and what it means to you: [dhs.iowa.gov](http://dhs.iowa.gov).

Most #IowaMedicaid programs will join together in a managed care program called #IAHealthLink on 1/1/16: [dhs.iowa.gov](http://dhs.iowa.gov).

Learn more about the new #IAHealthLink program at meetings near you. [dhs.iowa.gov](http://dhs.iowa.gov)

Current #IowaMedicaid members: You do not need to do anything right now. You can continue to work with your current provider, and coverage by the MCO will begin on January 1, 2016.

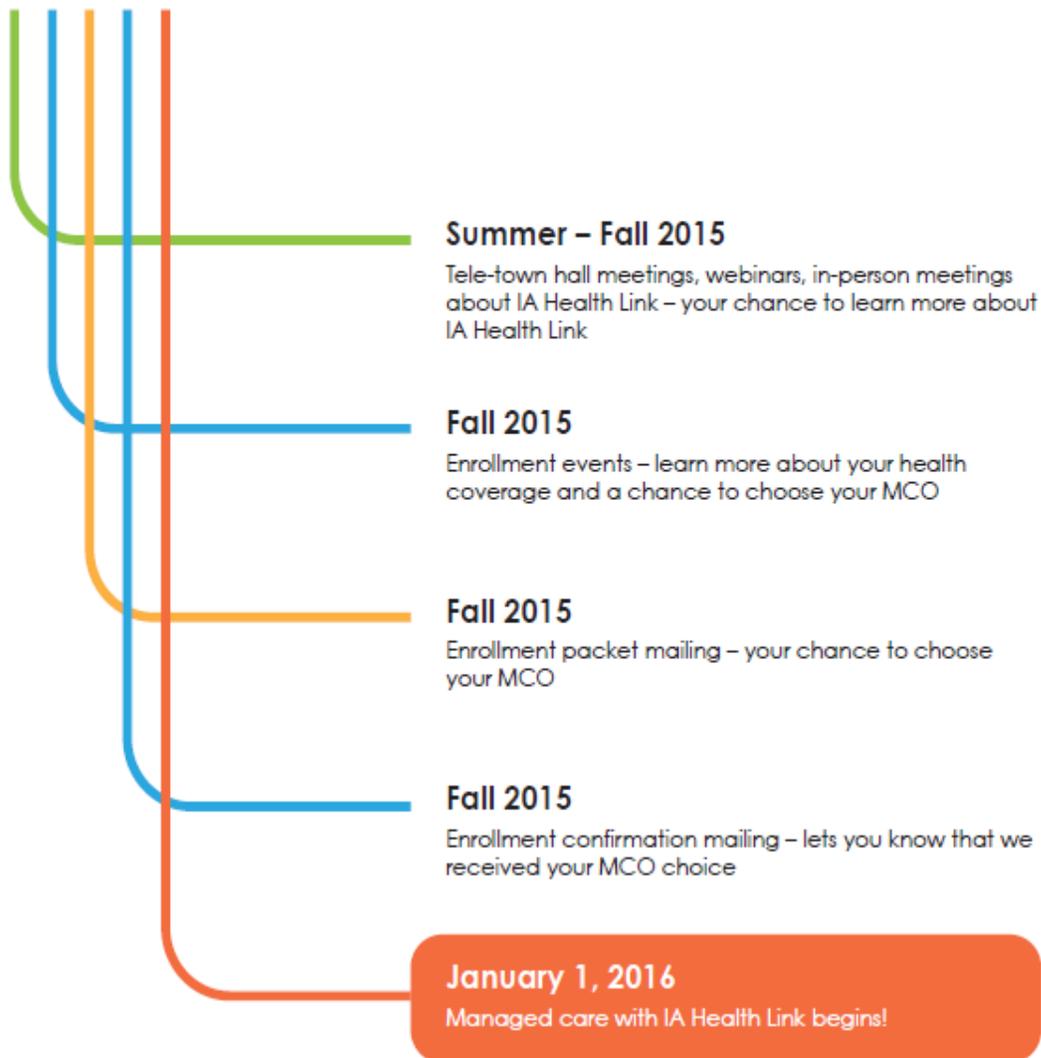
Visit [dhs.iowa.gov](http://dhs.iowa.gov) for more information about the #IAHealthLink transition.



## Planned Communications Timeline

Below outlines stakeholder communication efforts that will take place over the next several months leading to the launch of the new IA Health Link program.

## Steps to IA Health Link Timeline





## Contact Information

For additional information on the new managed care program called IA Health Link and the Iowa High Quality Health Care Initiative also known as Medicaid Modernization, please visit the DHS website or call Iowa Provider Services at 1-800-338-7909. Medicaid representatives will be available Monday-Friday, 7:30 a.m. to 4:30 p.m.

Members are encouraged to call Iowa Medicaid Member Services Unit at 1-800-338-8366 or in the Des Moines area at 515-256-4606. Medicaid representatives will be available Monday-Friday, 8:00 a.m. to 5:00 p.m.

### **Additional Resources for Medicaid Modernization Information**

[Medicaid Modernization Fact Sheet](#)

[Medicaid Modernization Frequently Asked Questions](#)

[Medicaid Modernization One Page Fact Sheet](#)