



**CASH &
COUNSELING**

Overcoming provider resistance to Cash & Counseling and other self-directed care programs: A toolkit for States

**National Home And Community Based Services Conference
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Boston, Mass.**

What Is Cash & Counseling?

- ❑ Offers Medicaid consumers who have disabilities more choices about how to get help at home
- ❑ Participants can manage a flexible budget and decide what mix of goods and services will best meet their personal care needs.
- ❑ In some states, children with developmental disabilities are also served.
- ❑ Participants may use their budgets to hire their own personal care aides as well as purchase items or services.

What Is Cash & Counseling?

- ❑ Step 1: Consumers receive traditional assessment and care plan
- ❑ Step 2: A dollar value is assigned to that care plan
- ❑ Step 3: Consumers receive enough information to make choice between managing individualized budget or receiving traditional agency services

What Is Cash & Counseling?

- ❑ Step 4: Consumer and counselor develop spending plan to meet consumer's personal assistance needs
- ❑ Step 5: Consumer gets financial management and counseling services (supports brokerage)

Cash & Counseling: Program Overview

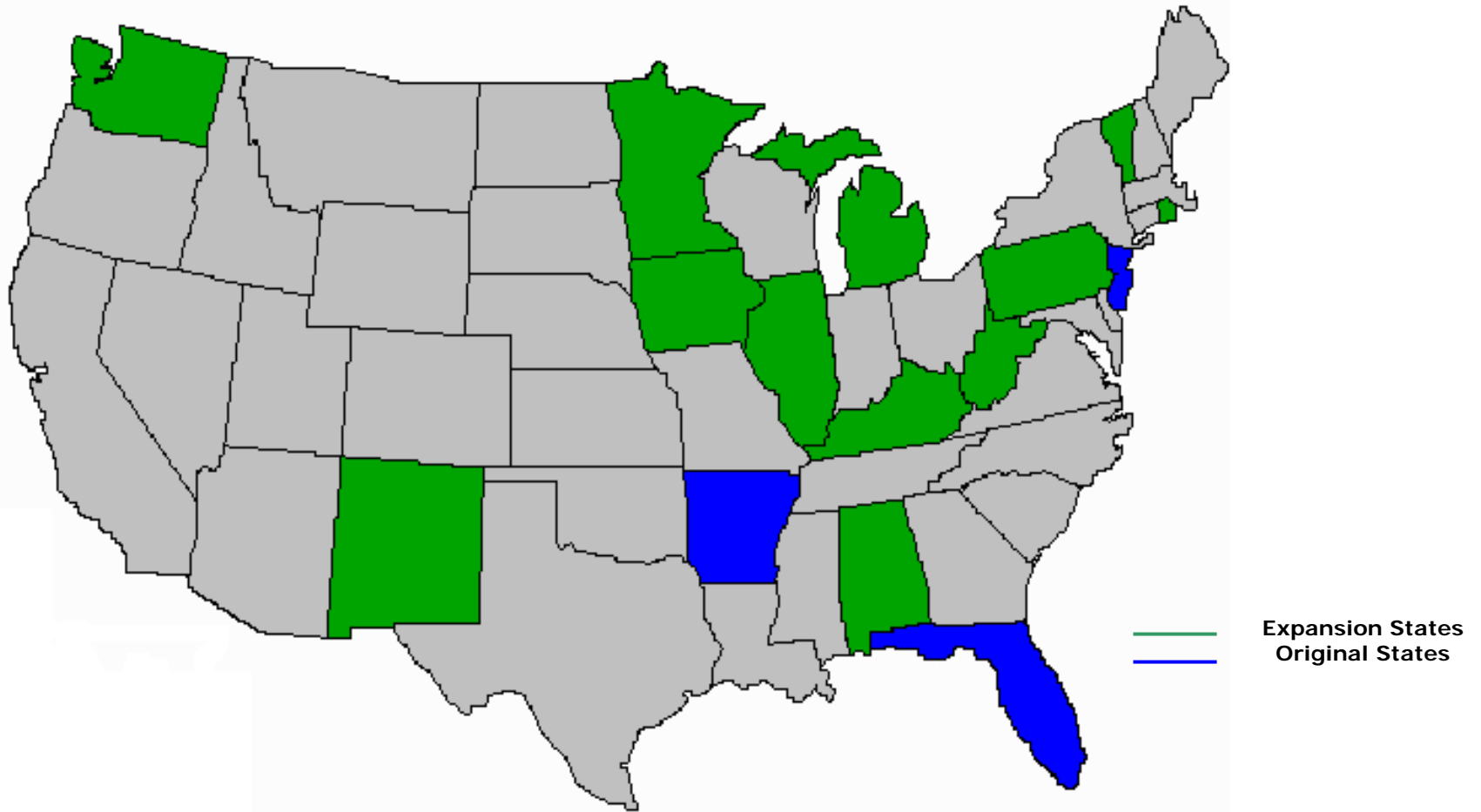
- ❑ Funders
 - ❑ The Robert Wood Johnson Foundation
 - ❑ US DHHS/ASPE
 - ❑ Administration on Aging

- ❑ Waiver and Program Oversight
 - ❑ Centers for Medicare and Medicaid Services

- ❑ National Program Office
 - ❑ Boston College Graduate School of Social Work

- ❑ Evaluator
 - ❑ Mathematica Policy Research, Inc.

Original and Expansion Cash & Counseling States



The Problem: Provider Resistance

- ❑ Concerns over potential for fraud & abuse
- ❑ Concerns over potential loss of jobs
- ❑ Some provider agencies spread false information about the program
- ❑ Some agency workers posed as parent or family member, and attempted to thwart the participant becoming enrolled in Cash & Counseling

Provider Resistance Toolkit

- ❑ Burness hired to create toolkit states can use for provider resistance
- ❑ Gathered Best Practices from Cash & Counseling states that had experienced resistance
- ❑ Created messages that worked to ease concerns
- ❑ Spoke with providers who had a change of heart
- ❑ Can be used for states that implement self-directed care programs

Provider Resistance Toolkit

- ❑ Tips on working with provider organizations
- ❑ Template letter of introduction for providers, template frequently asked questions, template Power Point Presentation
- ❑ Sample case management references
- ❑ Graphics on consumer-directed care
- ❑ Sample presentation on self-direction

Examples of Lessons Learned/Tips

- ❑ Educate providers on the various aspects of self-direction, its principles and findings from the program.
- ❑ Providers meet often. They typically have annual meetings. Get on the agenda and present.
- ❑ Enlist a provider who sees the benefits of the program to help deliver the message to other providers.

Examples of Lessons Learned/Tips

- ❑ Tell stories about how the program helped real people. Don't just throw facts and numbers out at the providers.
- ❑ Washington is supplementing its case manager referral with what it calls “alternative outreach.” This includes direct mailings, and a focus on consumer-based groups. The state is in the process of developing an outreach plan to meet with these groups as the opportunity arises.

Sample Messages For Providers

- ❑ Together, we can give new options to people who aren't satisfied with their care and who may want to have more flexibility.
- ❑ Many agencies find themselves overburdened and understaffed, and unable to meet the needs and demands of some consumers.
- ❑ This program can help alleviate the pressure on your workforce and allow you to make the best use of your resources.

The Future

- ❑ New center to give states tools to implement a wide variety of consumer-directed care programs
- ❑ Will help states across the continuum of consumer-directed care
- ❑ Will build off lessons from the successful Cash & Counseling program

The Future

- Center will offer services such as:
 - Training
 - Technical assistance
 - Education
 - Research
 - Policy analysis
 - National participant network

Thank you

- ▣ Thank you to the Robert Wood Johnson Foundation, the U.S. Administration on Aging, the Office of the Assistant Secretary for Planning and Evaluation (ASPE) and Atlantic Philanthropies

For more information: www.cashandcounseling.org

Questions?

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