



Member Outreach Plan: Statewide Managed Care

December 13, 2023

Nevada Medicaid

StatewideMCO@dhcfp.nv.gov

Overview: Managed Care is expanding to members outside of Clark and Washoe Counties in January 2026. This plan outlines 86 tentative touchpoints to members over two years, subject to change.

Language Access: The Nevada Medicaid translation team will produce all messages in Spanish. A notification in Chinese and Tagalog will notify readers that translation is available.

Toolkit: A public outreach toolkit for providers and stakeholders to guide member messaging is key to the success of zero-cost media campaigns as demonstrated by the COVID-19 Unwinding. The toolkit will be posted to the website (<https://tinyurl.com/4h3ktshu>) with drop down menus by type and language.

- Communications toolkit example: <https://tinyurl.com/mtpspwf4>
- Core messaging flyer example: <https://tinyurl.com/rycxrf9u>



Figure 1 Core Messaging Flyer Example

Zero-Cost Member Outreach Methods: 1. FFS Member ListServ. 2. Stakeholder email. 3. Social media. 4. Texts. 5. Press release. 6. Direct community. 7. Email to FFS providers. 8. State agency partners.

Timeline: *Includes items that are pending budget concept approval.

Item	When	Notification topic	Methods	Who
1.	May 2023	Project web page built and published	7	PIO & SME
2.	July 2023	Request for information press release	5	PIO & SME
3.	Feb. 2023	Member Survey	1,2,3	PIO & SME
4	Aug. 2024	Member communication toolkit complete	2,3,8	PIO & SME
5.	Jan.-Dec.2025	Monthly countdown-managed care (x12)	4	PIO & SME
6.	Aug.-Dec. 2025	Providers using member toolkit	1,2,3,4,7,8	PIO & SME
*7.	Aug. 2024-Jan.2026	Tabling, radio/tv	5,6	PIO & SME
8.	Sept. 2024	Member core messaging flyer	1,2,3,4,7,8	PIO & SME
9.	Sept. 2024-Jan.2026	Monthly Immunization (IZ) Events (x15)	6, 8	IZ staff
10.	Sept. 2024-Jan.2026	Flyers at rural DCFS offices	6, 8	DCFS
11.	Sept. 2024-Jan.2026	Flyers at licensed health facilities	6, 8	DPBH
12.	Sept. 2024-Jan.2026	Flyers at Rural eligibility workers	6, 8	DWSS
13.	Sept. 2024-Jan.2026	Flyers at Schools & Libraries	6, 8	PIO
14.	Sept. 2024-Jan.2026	Medical licensing board presentations	6, 8	Comm. Eng.
15.	Jan.-Feb 2026	DHCFP is here to support members (x4)	1,3,4,5,6,7,8	PIO & SME

Deputy Approval - * Pending fiscal review. Fiscal Year breakdown to be attached if funds available.

Deputy (Print Name): Theresa Carsten
Date: 12/26/2023

Signature:
Theresa Carsten
Theresa Carsten (Dec 26, 2023 10:28 PST)



Provider Outreach Plan: Statewide Managed Care

December 13, 2023

Nevada Medicaid

StatewideMCO@dhcfp.nv.gov

Overview: Managed Care is expanding to providers outside of Clark and Washoe Counties in January 2026. This plan identifies 61 touchpoints to providers over two years, subject to change.

Language Access: The Nevada Medicaid translation team will produce all messages in Spanish. A notification in Chinese and Tagalog will notify readers that translation is available.

Toolkit: A public outreach toolkit for providers and stakeholders to guide member messaging is key to the success of zero-cost media campaigns as demonstrated by the COVID-19 Unwinding. The toolkit will be posted to <https://tinyurl.com/4h3ktshu> with drop down menus by type and language.

- Communications toolkit example: <https://tinyurl.com/mtpspwf4>
- Core messaging flyer example: <https://tinyurl.com/rycxrf9u>



Figure 2 Core Messaging Flyer Example

Zero-Cost Methods: 1. Provider ListServ. 2. Web Announcements. 3. Stakeholder email. 4. Social media. 5. Press release. 6. Direct community outreach. 7. Email to FFS providers. 8. State agency partners.

Timeline: *Includes items that are pending budget concept approval.

Item	When	Notification topic	Methods	Who
1.	May 2023	Project web page built and published	1, 2, 3, 4, 5	PIO & SME
2.	July 2023	Request for information press release	5	PIO & S ME
3.	Sept. 2023	Procurement Assistance Support/RFP Release	1, 2	PIO & SME
4.	Dec. 2023	Provider core messaging flyer distributed	1, 2, 3, 4, 7, 8	PIO & SME
5	Jan-Jun. 2024	Licensed health facility outreach	6	DPBH
6	Jan-Jun. 2024	Medical licensing board presentations	6	SME
7.	Jan-Jun. 2024	SMC Public meetings (x3 pending vendor)	1, 2, 3, 4, 7	PIO & SME
8.	Aug. 2024	Managed Care Request for Proposals Release	1, 2	PIO & SME
9.*	Aug.2024	Community visits, social media boosts	6	PIO & SME
10.	Aug. 2024	Public meeting notification	1, 2, 6, 7	PIO & SME
11.	Sept. 2024	Virtual public meeting notification	1, 2, 3, 7	PIO & SME
12.	Oct. 2024	Vendors notified regarding MCO RFP	1, 3	PIO & SME
13.	Jan–Dec. 2025	Monthly social media count down begins (x12)	4	PIO & SME
14.	Feb. 2025	MCO notice of award	1, 2, 3, 7	PIO & SME
15.	July 2025	MCO award & member MCO choices coming	5, 7	PIO & SME
16.	July 2025	Member communication toolkit complete	8	PIO & SME
17.	Aug.-Dec.2025	Providers to begin using member coms toolkit	1, 2, 3, 4, 7, 8	PIO & SME
18.	Jan.-Feb 2026	DHCFP is here to support providers (x4)	1, 2, 3, 4, 8	PIO & SME

Deputy Approval - * Pending fiscal review. Fiscal Year breakdown to be attached if funds available.

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