

Pharmacy Provider Type Media Campaign

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- Example of Previous DHCFP Media Campaign – Oral Health **Error! Bookmark not defined.**
 - Week 2 (February 11) **Error! Bookmark not defined.**

Overview

Purpose

Notify stakeholders regarding the process of development of the program and how to become a provider; and notify the public regarding the availability of the new provider type.

Starting in **December** we will be messaging regarding the provider type development process and notifying the public about meeting. Upon the decision of the Pharmacy Board that will guide DHCFPs development process, we will send messaging regarding methods to participate in the development process, training, enrollment, and public notification. The enrollment of providers will trigger DHCFP to engage with stakeholders in a campaign to distribute public marketing information.

Objectives

- Notify stakeholders regarding the provider type development process & timeline.
- Encourage providers to enroll in the program
- Raise awareness regarding the need to improve availability of oral contraceptive and HIV medication.
- Encouraging people to use the services under this new provider type.

Timeline Narrative - Tentative

Nevada Medicaid faces multiple challenges and conflicts with a 26-step implementation process for this program (See table below). SB325 identifies October 1, 2021 for implementation, and SB190 identifies January 1, 2022 for implementation. Neither dates are achievable given the steps that must occur. Nevada Medicaid began the process of securing CMS approval in June 2021 and has completed 12 steps including stakeholder meetings, report development, workshops and revisions. Now, the Board of Pharmacy must draft regulations. Once complete, those regulations must be considered and approved by the Board of Pharmacy. Then Nevada Medicaid can complete written policy on enrollment, billing practices, rates and more. Following the policy development, training of providers will be developed by the Nevada Medicaid Fiscal Agent (Gainwell Technologies). The current Nevada Medicaid Pharmacy Benefit Manager, Optum has stated that it cannot begin to implement the program until the last quarter of their contract. Shortly thereafter, in July 2022, a new Pharmacy Benefit Manager, Magellan will be coming on board. Rather than transition a new program to a new benefits manager, Nevada Medicaid is developing the program for implementation under Magellan. To ensure appropriate implementation, a target date of July 2022 has been set, however, dates are subject to change pending Nevada Medicaid approval.

Project Timeline Table:

	Activity	Target Date	Status
1	Product Discrepancy Report (PDR) Development	06/10/21	Completed
2	PDR and Rates Submission	06/17/21	Completed
3	Board of Pharmacy Proposed Regulation Workshop	7/15/21	Completed
4	Project Kick Off Meeting	08/12/21	Completed
5	Completed SPA Revisions	08/13/21	Completed
6	Public Workshop	08/26/21	Completed
7	Stakeholder Meeting	09/14/21	Completed
8	Public Hearing - SPA	09/28/21	Completed
9	Stakeholder Meeting	09/30/21	Completed
10	Tribal Consultation	10/13/21	Completed
11	Stakeholder Meeting	10/13/21	Completed
12	Completed MSM Revisions	11/12/21	Completed
13	CMS SPA Approval	12/27/21	In Progress
14	Board of Pharmacy Reg. Approval - SB190	1/13/22	
15	Board of Pharmacy Reg. Approval - SB325	TBD	
16	Stakeholder meeting & notification	TBD	
17	"Legislative Commision" Approval	TBD	
18	Billing Guide	04/30/22	
19	Provider Enrollment Checklist --long and short form	04/30/22	
20	Provider Training	06/01/22	
21	Public Hearing - MSM	06/28/22	
22	New Pharmacy Benefit Manager	07/01/22	
23	Implementation (Proposed)	07/01/22	
24	FQHC – MSM Revisions, provider type (Briza V.)	TBD	
25	Provider Enrollment Promotion and Q &A Meeting	TBD	
26	Public Promotion Kick off Meeting	TBD	

Hashtags

Use **#GetURMeds**, **#KeepNVHealthy**, **#NVHIV** **#NVBirthControl** or **#NVPrEP** (Pre-exposure prophylaxis)

Primary Audience

Pharmacies, women, community partners (for more detail see the Partners section)

Relevant Links and Resources

DHCFP Pharmacy Services: <https://dhcfp.nv.gov/Pgms/CPT/Pharmacy/>

NV Board of Pharmacy: <https://bop.nv.gov/>

Retail Association: <https://rannv.org/>

Partners

State: DWSS, DPBH, Board of Pharmacy

FQHCs and Rural Health Centers

Jennifer Wheeler JWheeler@chanevada.org

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Primary Care Association

Primary Care Office

State Office of Rural Health UNR

Retail Association

Liz (LizM@rannv.org)

American Pharmacists Association and Nevada Pharmacists Association

Michael Murphy mmurphy@aphanet.org

Kenneth Kunke kkunke@roseman.edu

Gainwell Technologies

Magellan Medicaid Administration

Women's groups

DPBH

LGBTQ Centers

Tina Dortch

Distribution Channels

To be used

Channel	Resource Location	Channel	Resource Location
State Social Media	DHHS	Board of Pharma	Presentations
Silver state scripts board	Announcements from DHCFP	Partner Packet	Pharmacy Svcs Website, social posts, flyers
DPBH	Nathan Orme	Community Partners	ListServ, DPBH, MCO (ask to distribute emails, texts)

All channels

Channel	Resource Location	Channel	Resource Location
MCOs			
ListServ			
Community Partners			

Communication Tracking

Activity	Date produced	Date distributed	Channels	By who
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Media Mentions

November 17, 2021 – KNPR, [Nearly 200,000 Nevada women live in contraceptive deserts](#)

Messaging Outline

- 1) Week 1 (December 13) – Website Material preparation**
 - a) Request Pharmacy Board update website with info for SB190 & 325
 - b) Update DHCFP Pharmacy Services website
- 2) Week 2 (December 20th) – Website Resource notification to stakeholders**
 - a) Produce announcement to partners regarding the timeline and process.
 - b) Notify community partners regarding method for receiving additional information & contact information – Antonio
- 3) Week 3 (January 1?-TBD based on BOP Regulations) – Public notification**
 - a) Press release – Nevada is taking steps to improve access to HIV Prevention & contraceptive medication. Include resources. Rural access to medications (Birth Control in particular, currently a physician's exam is required? Innovative way for NV to receive birth control, no longer need a pap and test for cervical cancer)
 - b) Notify of upcoming BOP meeting
 - c) Social includes video
- 4) Week 4 (January) – Draft plan availability announcement**
 - a) When draft plan is complete by DHCFP, post on DHCFP Web Site
 - b) Notify community partners that draft plan is published
 - c) Notify community partners regarding board of pharmacy meeting
 - d) Remind partners of web site and process
- 5) Week 5 - 6 (?) – Board of Pharmacy Meetings**
 - a) Notify community partners regarding board of pharmacy meetings
 - b) Remind partners of web site and process
- 6) Week 7-8 (July 2022) – Become a provider promotion**
 - a) Requirements up on the web
 - b) Develop promotional material for stakeholders
 - c) How to become a provider flyer (Incentives? Goodness of their hearts, potential customers: HIV & women 16-40, Rural on Medicaid, provider types, requirements, Nevada Medicaid Provider Enrollment, Medicaid expanding services to rural areas) and or message.
 - d) Gainwell training promotion (online & multiple dates, pharmacists becoming Nevada Medicaid Provider)
 - e) Learning curve for pharmacists
- 7) Week 9-10 (August?) – Public promotion**
 - a) Trigger – Requires pharmacists to be enrolled
 - b) Governor's proclamation (May is national women's health month, Shannon?), National Pharmacist Week (September)
 - c) After providers are signed up, develop materials for public promotion of the program
 - d) Meeting with partners to discuss promotional package ideas
 - e) Promotional partner package developed

- i) Social, ListServ, video & flyers
- f) Post promotional package to DHCFP web site.
- g) Distribution of promotional package to partners & announce meeting to discuss promotional materials.
- h) Request MCO's to distribute messaging to members on services provided by pharmacists in means of their choosing ie. Text, email, mail
- i) Meeting with partners to discuss promotional package.
- j) Press release to include promotional package information.

Messaging Detail

Week 1 – Website Material Preparation

Message Trigger: Web Site Approval from DHCFP Deputy & Board of Pharmacy

Message Channel(s):

1. Board of Pharmacy Web Site
2. DHCFP Web Site

Channel 1 Message: Board of Pharmacy website

Heading: Pharmacy Program Development (SB190 & 325)

Message: The State of Nevada is taking steps to improve access to HIV prevention and birth control medication as required by SB 190 and SB325. Nevada Board of Pharmacy is set to consider draft regulations permitting services provide by a pharmacist to be billed to Nevada Medicaid. Below are links to stay informed regarding the process:

[Join the Medicaid ListServ](#)

[Board of Pharmacy meetings](#)

Draft regulations (coming soon)

[Nevada Medicaid Pharmacy Services Website](#)

Draft Regulations

Channel 2 Message: Nevada Medicaid Pharmacy Services Website

Heading: Pharmacy Program Development (SB190 & 325)

Message: Nevada is taking steps to improve the accessibility of HIV prevention and birth control medication by giving pharmacists more power to distribute medication and have those services be reimbursed by Medicaid. This action is triggered by SB190 ([link](#)) and 325 ([link](#)), signed into law in the 2021, 81st Legislative Session. The Senate Bills identified various target implementation dates of October 1 and January 1, 2022, however numerous steps must take place prior to implementation that will delay implementation until at least July 2022.

Nevada Medicaid is dedicated to informing and engaging community stakeholders at every stage of the process. Here is a brief outline of the steps:

1. Nevada Medicaid (DHCFP) has submitted a State Plan Amendment to the Centers for Medicare and Medicaid Services (CMS). Approval is anticipated in December 2021.
2. The Board of Pharmacy is in the process of [drafting regulations \(pg. 3,080\)](#). & [drafting](#) for SB325.
3. Board of Pharmacy must consider, amend & approve regulations at public meetings.
4. Nevada Medicaid builds program & enrollment process according to the approved regulations.
5. Fiscal Agent (Gainwell) develops training for provider enrollment.
6. Public notification, outreach & promotional package available to stakeholders.

Below are links to stay informed regarding the process:

[Join the Medicaid ListServ](#)

[Board of Pharmacy meetings](#)

Draft regulations (coming soon)

[Nevada Medicaid Pharmacy Services Website](#)

Week 2 – Website Resource Notification to Stakeholders

Message Trigger: Message Approval from DHCFP Deputy & Board of Pharmacy

Message Channel(s): Gainwell, ListServ, FQHC, DPBH

Heading: Pharmacy Program Development (SB190 & 325)

Message: Nevada is taking steps to improve the accessibility of HIV prevention and birth control medication by giving pharmacists more power to distribute medication and have those services be reimbursed by Medicaid. This action is triggered by SB190 ([link](#)) and 325 ([link](#)) signed into law in the 2021, 81st Legislative Session. The Senate Bills identified various target implementation dates of October 1 and January 1, 2022, however numerous steps must take place prior to implementation that will delay implementation until at least July 2022.

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[Board of Pharmacy meetings](#)

Draft regulations (coming soon)

[Nevada Medicaid Pharmacy Services Website](#)

To follow progress and for more information on participation, please go to:
<https://dhcfp.nv.gov/Pgms/CPT/Pharmacy/>

Regards,
Nevada Medicaid

[Week 3 – Public Notification \(Press Release\)](#)

Event required to trigger message: Completion of week 2, Approval from deputy, senators & governor's office

Format: Press release

Channel(s): Gainwell, ListServ, FQHC, DPBH

Headline: Nevada is making life-saving medications more accessible

Message: Hundreds of thousands of Nevadans have difficulty accessing important and life-saving medications that they need every day. Nevada is taking steps to give pharmacists the power to prescribe to put medications in the hands of Nevadans who need them fast.

[Week 4 – Draft plan availability announcement](#)

Event required to trigger message: Completion of prior week . . .

Format:

Channel(s):

Headline:

Message:

Week 5-6 – Board of Pharmacy Meeting notifications

Event required to trigger message: Completion of prior week . . .

Format:

Channel(s):

Headline:

Message:

Week 7-8 – Become a Provider promotion

Event required to trigger message: Completion of prior week . . .

Format:

Channel(s):

Headline:

Message:

Week 9-10 – Public promotion of program

Event required to trigger message: Completion of prior week . . .

Format:

Channel(s):

Headline:

Message:

Marketing Package for Partners

Help get the word out **every Thursday** by using the hashtags **#GetURMeds, #KeepNVHealthy, #NVHIV #NVBirthControl, or #PrEP**. There are sample messages that you can use and adapt for your own posts on Facebook, Twitter, and/or Instagram in the media package located on the Pharmacy Services DHCFP Site.

Please follow DHHS on Facebook and Twitter and share the posts.