

Public Information Report

Tab 17

Background:

Staff compiled a report of recent public information activities for the Committee's review.

Discussion topic includes:

- Public Information Report
- Get HIPP with STAR+PLUS

**Project Development
Committee
Agenda Item 6. A.**

Expected Action:

The Committee will receive an update regarding recent public information activities and provide guidance as needed. No action is anticipated.

**Public Policy Committee
Agenda Item 9.**

Expected Action:

The Committee will receive an update regarding recent public information activities and provide guidance as needed. No action is anticipated.

**Council Meeting
Agenda Item 16. A.**

Expected Action:

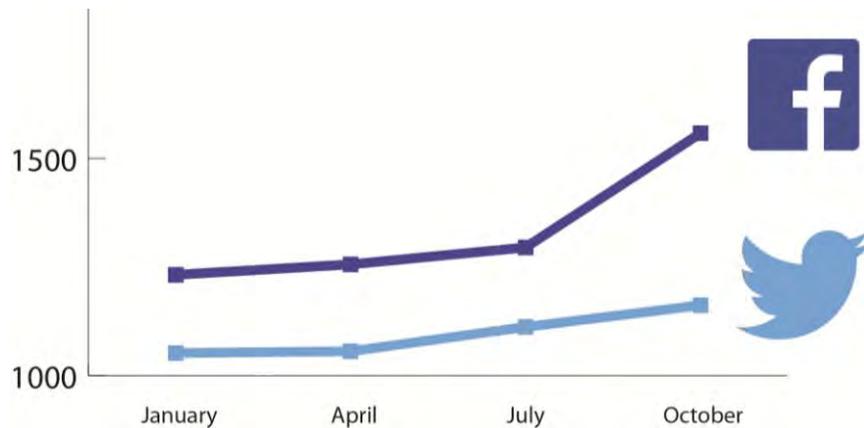
The Council will receive a report of Committee discussions on this item. No action is anticipated.

TCDD Public Information Report

This report covers a 90-day period from July 7, 2014 to October 7, 2014.

Outreach Tools

PLATFORM	PREVIOUS FANS (7/7/14)	CURRENT FANS (10/7/14)	PERCENT CHANGE
Facebook	1332	1558	17%
Twitter	1130	1162	3%
Email	873	862	1.3%



Note: If you don't already, you can like TCDD on [Facebook](#), follow TCDD on [Twitter](#), and sign-up to receive TCDD [eNews](#).

Top Facebook Posts

TITLE/TOPIC	REACH	POST CLICKS	LIKES, COMMENTS & SHARES
New York to Use New Accessibility Signage	2425	126	131
Parents of Children with DD Practice Mindfulness	1481	46	51
TCDD Welcomes New Communications Coordinator	1356	187	189
School District Sued Over "Calm Rooms"	1209	119	16
Video: 'Happy' in Sign Language	1004	26	21
Thank You, Erin	880	160	40
[Pic] Just arrived: 2014 NDEAM Posters!	390	26	78
[Video] Another 'Frozen' Sing-Along	404	69	28
[Video] What It Feels Like To Have A Child With A Disability	906	51	38

Reach: the number of unique people who received impressions of a Page post

Post Clicks: the number of times a person clicks anywhere on a post (image, video, link, "See More")

Likes, Comments & Shares: the sum of all likes, comments and shares on a post

Note: TCDD began posting regularly at 8 p.m. most nights, which is the peak time that our fans are online. The previous practice was to post primarily during business hours.

Email Messages

SUBJECT	RECIPIENTS	OPEN RATE
TCDD Position - Project Management Assistant	873	29.0%
August News & Features	870	25.2%
TCDD Seeks Public Policy Specialist	871	26.5%
Continuity of Care During Transition to STAR+PLUS	872	28.9%
September News & Features	867	28.3%
STAR+PLUS Feedback Sessions	863	27.1%

Note: An open rate between 15-17% is considered to be a “healthy” open rate.

Website Posts & Articles

[TCDD Welcomes New Communications Coordinator](#)
[Special Education Advocacy: Due Process Hearings & ARD Meetings](#)
[Updated: Changing Medicaid Benefits](#)
[Changes to STAAR Tests for Students with Disabilities](#)
[Sunset Commission Adopts SSLC Recommendations](#)
[Keep Your Prescriptions Filled While Transitioning to STAR+PLUS](#)
[STAR+PLUS Continuity of Care Safeguards](#)
[STAR+PLUS Feedback Sessions](#)
[Sunset Staff Recommends Continuation of TCDD](#)

Most-Visited Webpages

TITLE	VISITS
People First Language	2382
Updated Texas Service Dog Law 14 Facts for 2014	1939
Jobs	773
Texas Legislature	764
What is Developmental Disability?	576

Materials Distributed

TITLE	QUANTITY
People First handouts	202
Higher Education Guide (2013)	5
Next Step DVD	1

Note: Staff responded to 107 requests for information and referral in the past quarter.



Get HIPP with STAR+PLUS

Families with at least one person who gets Medicaid may be eligible to enroll in the Health Insurance Premium Payment (HIPP) program. HIPP covers the premium or part of the premium for employer-sponsored health insurance. If it is found to be cost-effective, HIPP may cover the health insurance premium for the Medicaid member and their family. People with both Medicaid and HIPP coverage don't have to pay deductibles, co-payments, or co-insurance when they receive Medicaid-covered services from a provider that accepts Medicaid. The provider is reimbursed for these expenses by Medicaid.

Families say that it is pretty easy to participate. The State determines eligibility annually or when there is a change in the family's insurance information, like premium or insurance company changes. Once enrolled, the reimbursement process just involves faxing in a pay stub once a month. The premium reimbursement can be direct deposited into a personal bank account.

STAR+PLUS: Some people enrolled in a 1915(c) waiver for people with intellectual and developmental disabilities (IDD) and also people who reside in a community-based intermediate care facility for individuals with an intellectual disability or related conditions (ICF/ID) receive acute care services through the STAR+PLUS Medicaid managed care program. Acute care services include doctor's visits, hospital visits, and prescription drugs. The 1915(c) waiver programs are:

- Community Living Assistance and Support Services (CLASS),
- Deaf Blind with Multiple Disabilities (DBMD),
- Home and Community-based Services (HCS), and
- Texas Home Living (TxHmL).

People with disabilities may be eligible for HIPP if they are:

- enrolled in a 1915(c) waiver program or reside in an ICF/ID,
- enrolled in STAR+PLUS, and
- have access to employer-sponsored health insurance.

If this is the case, HIPP will reimburse clients for employer-sponsored health insurance premiums.

If a person is enrolled in both STAR+PLUS and HIPP:

- The State will **cover the premiums** for the employer-sponsored health insurance for Medicaid-covered services provided by a Medicaid provider,
- STAR+PLUS managed care organizations (MCOs) will **cover cost-sharing** related to the employer-sponsored insurance for Medicaid-covered services provided by a Medicaid provider,
- STAR+PLUS MCOs will also **cover Medicaid-covered medical services** provided by a Medicaid provider **not available** through the employer-sponsored health insurance, and
- The 1915(c) waiver programs and ICF/ID will provide **long-term services and supports**.

People enrolled in both STAR+PLUS and HIPP can have two separate primary care providers (PCPs) – one for each program. However, people are responsible for all associated costs related to their employer-sponsored health insurance, not covered by Medicaid, or if the PCP or specialist they visit are not Medicaid-enrolled providers.

STAR: People enrolled in STAR Medicaid cannot also be enrolled in HIPP. If a person is approved for HIPP and they are already enrolled in STAR, they will automatically be switched from STAR to traditional Medicaid.

To learn more about the HIPP program, and to apply, go to www.getHIPPTexas.com. If you have questions about HIPP and Medicaid coverage, call the HIPP helpline at 1-800-440-0493.

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