



9/30/2011

Coordinated System of Care Communications Plan

Covalent Logic, an integrated communication firm, is working with the Coordinated System of Care Leadership Team to develop a comprehensive communications plan for this initiative, which all partner agencies can use to guide messages progressing toward implementation. This plan will:

- Identify key publics affected by Coordinated System of Care, and outline clear messages and strategies to reach each. Publics includes internal and external stakeholders, e.g. staff at the partnering agencies, staff with the SMO who will be administering program functions, families/caregivers for children who will be served in the system, behavioral health providers, advocates and family support organizations, the Louisiana Legislature, members of the judicial system, media and the general public (taxpayers who fund the services provided).
- Develop a branding strategy for Coordinated System of Care, to provide a consistent look, feel and message to enhance name recognition for the program. This will include designing elements to give a visual identity to the initiative.

Overall, this communications plan will be designed so all groups involved will speak with one voice about Coordinated System of Care, making it very clear to all key publics what they need to do and when as the system becomes operational. Through this strategy, people affected will become ambassadors for the program, and the different publics will be able to share information effectively with each other.

Next Steps

- *End of September/Beginning of October:* Covalent meets with each of the represented agencies to get a sense of everyone's communication needs
- *End of October:* Covalent submits first draft of communications plan to the Coordinated System of Care Leadership Team
- *Mid-November:* Covalent finalizes communication plan with Leadership Team's feedback incorporated
- *Late November:* Covalent finalizes elements of branding strategy with Leadership Team's feedback incorporated
- *December:* First tactics of communication plan executed leading up to implementation of Coordinated System of Care in January 2012.

Elements

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Coordinated System of Care Finance and Audit Committee Minutes

September 21, 2011
Iberville Building, Room 9-104
627 N. Fourth Street, Baton Rouge, LA 70802
1-2:00 pm

Distribution: Ruth Johnson, Shannon Robshaw, Dickie Howse, Anthony Speier, Jerry Phillips, Connie Percell, Beth Scioneaux, Charlotte Stevens, Jody Levinson, Karen Stubbs, Dianne Williams, Sharon Guercio, Timothy White, Keith Fitzgerald, Rev. Johnny Milton, Rashauda Matthews, Kim Lamonte, Trey Williams, Lois Turner, and Shari Cox

Attendees: Ruth Johnson, Shannon Robshaw, Dickie Howse, Anthony Speier, Jerry Phillips, Rashauda Matthews, Kim Lamonte, and Shari Cox

Prepared by: Shari Cox

Preparation Date: September 29, 2011

The purpose of these meeting minutes is to capture key discussion points and actions items. This is not intended to be an annotated log of all discussion that occurred during the meeting.

Key Discussion Points:

The minutes from the last meeting were approved.

The protest period expired on September 20, 2011 and no protests were filed.

The departments are conducting RFP review and the first meeting will be September 21, 2011.

The CCN model is being followed; the response to Magellan will be secondary to that.

Plans are to schedule a visit from Magellan.

The leveraging document has a category to track the funds that are retained for services for non-Medicaid eligible children. It should be ready for signature next week.

The numbers are being checked on the RFP, MOU, and Leveraging documents.

Action Items:

Action items completed will be shaded and carried forward one week.

#	Owner	Due Date	Status	Completion Date