

## Connect & Cover: Virtual Training Series

### Training Overview

This 8 module virtual training series is designed to prepare Michigan health centers for upcoming provisions in H.R.1 that will impact Medicaid redetermination and community engagement/work requirements for Healthy Michigan Plan beneficiaries. Participants will gain the knowledge and tools needed to protect patients at risk of losing public insurance coverage. Sessions will be 90 minutes and focus on practical strategies across leadership, finance, operations, data, communications, and technology to help health centers build the structure and processes to identify at-risk patients, maintain coverage where possible, and respond quickly when coverage changes occur.

### Module 1: Welcome & Center on Core Strategies

**Wednesday, April 22 from 2:30 pm to 4:00 pm EST**

**Suggested Audience:** Senior Leaders, Outreach and Enrollment Staff, Clinic & Operations Leaders

**Focus:** Establishing shared goals and a coordinated approach to maintain coverage continuity

#### Topics covered

- Shared definitions of success for coverage continuity
- How to plan for the upcoming Medicaid changes
- Initial goal setting related to coverage retention and capacity

#### What You'll Gain

- Project management tools
- Leadership KPI framework
- Initial goal-setting structure

### Module 2: From Risk to Action: Strategic Finance for Coverage Continuity

**Thursday, May 7, 2026, from 2:30 pm to 4:00 pm EST**

**Suggested Audience:** Senior Leaders, Finance, Operations, & Strategy Representatives

**Focus:** Understanding, quantifying, and planning for financial risk

#### Topics covered

- Implications of identified financial risks on operations and revenue
- Actionable budget plan to address outreach, enrollment, and coverage gaps
- ROI principles to prioritize interventions and guide resource allocation

#### What You'll Gain

- Budget Planning & Resource Allocation Template
- ROI / Cost-Benefit Calculator

### Module 3: Team Roles & Staffing

**Tuesday, May 12, 2026, from 2:30 pm to 4:00 pm EST**

**Suggested Audience:** Senior Leaders, Outreach and Enrollment Leaders, Clinic & Operations Leaders

**Focus:** Structuring teams to support coverage continuity

#### Topics covered

- Roles and skills needed to holistically meet organizational needs
- Intersections of roles to support the staff & patient experience
- Tiered staffing and surge support model
- Role clarity and accountability across teams

#### What You'll Gain

- Organizational design and staffing model insights
- O&E manager and staff role job descriptions
- Job addendum template for cross-functional staff

## Module 4: Communication Tools & Techniques

Wednesday, May 27, 2026, from 2:30 pm to 4:00 pm EST

**Suggested Audience:** Outreach and Enrollment Staff, Clinic & Operations Leaders, MarComm Leaders

**Focus:** Coordinating messaging for staff and patients

### Topics covered

- Phased communication approach (awareness → action)
- Staff training and internal messaging
- Patient-facing communication strategies
- Measurement approach

### What You'll Gain

- Phase one of a two-phase communications playbook outlining communication strategies for use to inform patients of upcoming changes

## Module 5: Data Strategy & Plan Engagement

Tuesday, June 2, 2026, from 2:30 pm to 4:00 pm EST

**Suggested Audience:** Analytics Leaders, Value-Based Care Leaders, Outreach and Enrollment Staff, Population Health and Quality Managers, Operational Leaders

**Focus:** Building reliable data infrastructure to monitor patient coverage changes and effectiveness of coverage support operations & payer, vendor-partner, and plan relations best practices

### Topics covered

- Understanding and identifying core data sources
- Preparing data for outreach and reporting
- Data hygiene, governance & maintenance
- Best practices for payer, partner and health plan relations
- Leveraging payer and vendor-partner information to validate “at-risk” criteria

### What You'll Gain

- Data and information flow diagram
- Data inventory & governance checklist
- KPI performance improvement guide / Reporting validation approach

## Module 6: Technology Stack & Strategies

Tuesday, June 9, 2026, from 2:30 pm to 4:00 pm EST

**Suggested Audience:** Operational Leaders, Outreach and Enrollment Staff, Population Health and Quality Managers, HIT Specialists

**Focus:** Understanding the ecosystem of existing tools to support your outreach and enrollment efforts and how to use them to maximize your coverage support operations

### Topics covered

- Integrating EHR, VOIP, and scheduling tools
- Leveraging analytics platforms (e.g., Azara)
- Standardizing documentation
- Building performance dashboards
- Identifying technology gaps

### What You'll Gain

- Outreach workflow technology use template/diagram
- Patient portal best practices
- Technology readiness checklist

## **Module 7: Operationalizing Azara**

**Tuesday, June 16, 2026, from 2:30 pm to 4:00 pm EST**

**Suggested Audience:** Outreach and Enrollment Staff, Population Health and Quality Managers, Operations Leaders

**Focus:** Maximizing Azara use to streamline coverage support efforts

### **Topics covered**

- How to use Azara for outreach and enrollment efforts
- Risk stratification approaches
- Identify patients at risk for coverage loss
- Outreach workflows and campaigns in Azara

### **What You'll Gain**

- Prioritize and engage patients
- Azara DRVS configuration guidance
- Workflow models for care coordination
- KPI definitions and reporting guidance

## **Module 8: Comprehensive Strategy Implementation**

**Monday, June 22, 2026, from 2:30 pm to 4:00 pm EST**

**Suggested Audience:** Senior Leaders, Outreach and Enrollment Staff, Clinic & Operations Leaders, Population Health and Quality Managers, Strategy Leads

**Focus:** Moving from planning to implementation

### **Topics covered**

- How to plan for implementation
- Defining roles, timelines, and accountability
- Monitoring and reporting structures
- Continuous improvement approach

### **What You'll Gain**

- Monitoring and reporting framework
- Compiled tools & readiness guide

**Keeping the conversation & cohort alive**