



STATE OF MICHIGAN  
DEPARTMENT OF COMMUNITY HEALTH  
LANSING

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January 24, 2013

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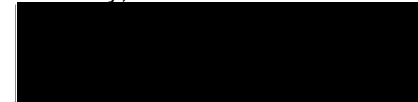
**RE:** Project Number 11-W-00215/5 – Michigan's Family Planning Waiver, Plan First!

Dear Ms. Sheer:

Enclosed is Michigan's Family Planning Waiver Quarterly Report. This document provides waiver program information covering the fourth quarter of calendar year 2012, which encompasses October 1, 2012 through December 31, 2012. This report provides information for Family Plan Waiver on operational information, policy changes, and program enrollment as specified in the Special Terms and Conditions of the waiver.

Should you have any questions related to the information contained in this report, please contact Jacqueline Coleman. She may be reached by phone at (517) 241-7172 or by e-mail at [colemanj@michigan.gov](mailto:colemanj@michigan.gov).

Sincerely,



Brian Keisling, Director  
Actuarial Division

cc: Leslie Campbell, Region V, CMS  
Angela Garner, Central Office, CMS

Enclosure

**State of Michigan**  
**Department of Community Health**  
**Family Planning Waiver**  
**PLAN FIRST!**

Project Number 11-W-00215/5

Quarterly Report: October 1, 2012 – December 31, 2012

**State of Michigan  
Department of Community Health  
Family Planning Waiver  
PLAN FIRST!**

**Section 1115 Demonstration Project**

**Quarterly Progress Report  
October 1, 2012 – December 31, 2012**

**I. General Program Overview**

The Michigan Department of Community Health (MDCH) is submitting this quarterly progress report for its Section 1115 Family Planning Waiver in compliance with the Special Terms and Conditions established for the program. This document provides waiver progress information for the fourth quarter of calendar year 2012, October 1 through December 31, 2012.

The Medical Services Administration submitted a Section 1115 Family Planning Waiver application to the Centers for Medicare and Medicaid Services (CMS) on October 20, 2004, which was approved March 1, 2006. This waiver enables MDCH to provide family planning services to women who would otherwise not have medical coverage for these services. “Plan First!” is the official name of the program, and it was implemented July 1, 2006.

Through this waiver, MDCH offers eligibility for family planning services to women who: (a) are 19 through 44 years of age; (b) would not otherwise be Medicaid eligible; (c) do not have creditable health insurance that covers family planning (including Medicare); and (d) have family income at or below 185 percent of the federal poverty level (FPL). Coverage is limited to women who reside in Michigan and meet Medicaid citizenship requirements.

**II. Significant Program Changes**

On December 12, 2012, CMS approved an extension of the “Plan First!” waiver to March 31, 2013. It was previously set to expire on December 31, 2012.

**III. PLAN FIRST! Enrollment**

Table 1 shows enrollment data for the fourth quarter of calendar year 2012,

**Table 1**  
**October - December 2012 Enrollment**

Month	Total Enrollment
October	59,490
November	59,123
December	60,235

*Enrollment figures pulled 01/09/2013*

On average, slightly over 59,600 beneficiaries were enrolled during the quarter. This is a minor increase from the previous quarter average.

The marketing plan is discussed in the *Outreach Activities* section of this report. The department will track the effectiveness of the marketing campaign by examining subsequent enrollment patterns.

**IV. Eligibility Verification Activities**

Department of Human Services (DHS) staff process enrollments, make eligibility determinations, and enter new cases into the State’s eligibility system. They use the same programs and protocols applicable to the full benefit Medicaid program with appropriate coding configurations to represent this population. Applicants determined eligible for participation in the family planning waiver program are sent a plastic mihealth card to show providers as verification of their eligibility.

Once enrolled in the program, beneficiaries are eligible for a 12-month period. Providers querying the State’s eligibility verification system are advised of the 12-month coverage associated with this program. DHS staff make ongoing changes to information on the file, (such as address changes) and facilitate annual eligibility redeterminations. DHS staff maintain full responsibility for the integrity of the information in the State’s eligibility system for family planning waiver program participants.

PLAN FIRST! beneficiaries are included in the State’s current Medicaid quality control audit pool and are subject to the same random sample procedures as a full Medicaid case. PLAN FIRST! beneficiaries are also subject to the same Income Verification System checks as full benefit Medicaid beneficiaries. In an effort to assure consistency of the review process, the State elected not to develop a separate targeted post-eligibility income validation process for family planning waiver beneficiaries.

The Medicaid Eligibility Quality Control (MEQC) process currently includes a universe of Medicaid beneficiaries as well as Adult Benefits Waiver and PLAN FIRST! cases. In Michigan, this universe is the total active number of cases in a given sample month. Audit samples are identified for MEQC review using a three-tier stratified random sampling method. For more information, please refer to the Michigan Medicaid Quality Control Sampling Plan document previously submitted to CMS on March 30, 2006.

## **V. Program Costs**

Claim activity includes office visits, laboratory procedures, contraceptive reimbursement provided in the office setting, and other family planning related services. Providers are submitting claims appropriately and, if they have any trouble with claim rejection, the toll-free provider inquiry line is available to provide assistance. Once electronic claims are submitted, the MDCH adjudicates the claims within 14-21 days. Please refer to the CMS-64.9 quarterly financial reports for service expenditure information.

Administrative costs for this quarter were primarily used to pay for staff and ongoing program implementation procedures. In addition, administrative costs were allocated for marketing and outreach. Please refer to the CMS-64.10 quarterly financial reports for administrative expenditure information.

## **VI. Outreach Activities**

The Plan First! outreach team allied with Brogan & Partners in 2012 to execute a comprehensive statewide marketing plan. The marketing plan emphasized social media and minimized printed materials. Social media outlets included Facebook, mobile phones ads, and targeted search engine criteria. The plan also included radio ads and indoor posters. While no television ads are scheduled yet for the coming year, the outreach team will revisit existing partnerships with the Michigan Association of Broadcasters and the Michigan Cable Television Association to discuss a potential television campaign.

The MDCH provides continual support of the program through the beneficiary hotline as well as mailing brochures and posters to organizations upon request.

An MDCH employee regularly attends health-related community events around the state where Plan First! information is distributed, often in conjunction with other Title XIX and Title XXI programs.

## **VII. Next Quarter Activities**

Activities for the next quarter will continue to focus on moving the family planning demonstration to a State Plan program. Internal meetings to discuss programmatic and policy changes are still underway.

Due to racial disparities in infant mortality and unintended pregnancies, women of color are specifically being targeted for enrollment in the Plan First! program. MDCH will also examine ways to increase redetermination levels among program participants so women who wish to do so can retain enrollment with seamless coverage. As always, the efficacy of outreach efforts are tracked to ensure the State is reaching and enrolling eligible women who wish to prevent or delay pregnancies.