

MEMORANDUM

To: COVID-19 Utility Stakeholders

From: Geoff Marke, Chief Economist
Missouri Office of the Public Counsel (“OPC”)

Subject: Coordinated At-Risk (Medical) Customer Outreach

Date: July 31, 2020

The Request:

Utility develops bill assistance, payment plan outreach material (you have the option to have it reviewed if you want) and the entities identified below in this document send it to their clientele. That’s it.

Deliverable Date:

As soon as possible. Target date of August 15 or before.

Outreach Material Medium:

Is ultimately at the discretion of the utility. We are requesting four types of outreach material. Importantly, not every targeted group would like all four types of material (see below). They include:

- 1.) Paper Flyers/Inserts to be delivered to select clientele with home visits (e.g., meals on wheels)
- 2.) On-Site Literature to be prominently displayed in a lobby, etc... And/or paper flyers that can be distributed to select clientele on-site upon request.
- 3.) PDF (electronic) copies that agencies can place on their websites
- 4.) Relevant utility website hyperlink that agencies can place on their websites

Outreach Material Programs/Options to be Highlighted:

Is ultimately at the discretion of the utility. We are requesting the following areas of focus.

- 1.) LIHEAP awareness and application push
- 2.) Other bill assistance options administered by utility
- 3.) Payment plan options
- 4.) Medical emergency protection (21 days)
- 5.) Medical equipment registry awareness

Outreach Material Content:

Again, ultimately at the discretion of the utility. We are suggesting the following areas of focus.

- Keep it simple
- Emphasize funding is available but finite (i.e., “act now”)
- Who is eligible (criteria)
- Maximum amount available
- Payment plan options
- Contact information
- What to do if going through a medical emergency (Chapter 13, 21 days)
- What to do if dependent on medical equipment and utility service (if applicable)

Outreach Material Review (optional):

If the utility would like to have a third-party review of material for targeted audiences of families with individuals who have special health care needs please contact:

Lisa Crandall
Bureau Chief, Bureau of Special Health Care Needs
Missouri Department of Health & Senior Services
573/751-6246
Lisa.Crandall@health.mo.gov

Identified Groups to Target

Local Public Health Agencies (“LPHAs”):

Local public health agencies located throughout Missouri work to improve the health of thousands of Missourians every year. These agencies address a wide range of public health issues, from assessing the health risks of environmental problems to providing emergency services during natural disasters. Local public health agencies protect food safety by inspecting restaurants and grocery stores. And they work to control communicable diseases such as flu and tuberculosis and to alleviate chronic conditions, including heart disease, diabetes, and stroke.

Local public health agencies also work with numerous partners, including private health care professionals and health advocacy organizations, to improve the health of Missourians.

Primary Contact for Utility Implementation:

Tiffany Bayer, Local Public Health Liaison
Center for Local Public Health Services
Division of Community and Public Health
920 Wildwood, P.O. Box 570
Jefferson City, MO 65102-0570
Phone: (573) 522-2874
Email: tiffany.bayer@health.mo.gov

Number of Agencies:

Missouri’s 114 local public health agencies (see attached document in email) operate independently of each other and are independent of state and federal public health agencies. The local agencies work directly with the Missouri Department of Health and Senior Services through contracts to deliver public health services to the communities they serve. Funding for many of the contracts comes from the Centers for Disease Control and Prevention, other federal agencies, state general revenue and other sources. The state health department also provides technical support, laboratory services, a communication network and other services to support local public health efforts.

Deliverables:

- On-site literature at the 114 centers to be kept at front desk and/or distributed as needed
- LPHA Website content – general description of assistance availability and/or pdf material
- LPHA websites – hyperlink to relevant utility information

Area Agencies of Aging (“AAA”):

As a result of the 1973 amendments to the federal Older Americans Act (OAA), states were required to divide their state into planning and service areas, and to designate Area Agencies on Aging (AAA) to develop and implement programs and services for older persons at the local level. Missouri has ten (10) AAAs, each responsible for providing services within specifically defined geographic boundaries.

Community agencies serving the needs of the seniors in the community. All but a handful of senior centers fall under the AAAs. One specific opportunity is through the AAA’s home delivered meals program in which utility outreach material could be hand-delivered with the meals.

Primary Contact for Utility Implementation:

Marcia Davis
Disaster Response Coordinator
Division of Senior and Disability Services
Missouri Department of Health and Senior Services
912 Wildwood, P.O. Box 570
Jefferson City, MO 65102-0570
573-526-8560 (Telephone)
573-751-8687 (Fax)

Number of Agencies:

10 Missouri locations most serving multiple counties (see attached map)

Senior Age AAA (Springfield)	Aging Best (Columbia)
Aging Matters (Cape Girardeau)	Mid-America Regional Council AAA (KC)
Care Connections for Aging Service (Warrensburg)	Aging Ahead (STL County)
Northwest MO AAA (Albany)	St. Louis AAA (STL City)
Northeast MO AAO (Kirksville)	Region X AAA (Joplin)

Deliverables:

- On-site literature at the 10 centers to be kept at front desk and/or distributed as needed
- Paper flyers for drivers who provide home-delivered meals
- AAA website content – general description of assistance availability and/or pdf material
- A hyperlink to relevant utility customer service page to be placed on AAA website

The Governor's Faith-Based and Community Services Partnership for Disaster Recovery (The Partnership)

State level committee with representatives from the majority of community service oriented NGOs. The mission of the Governor's Faith-Based and Community Service Partnership for Disaster Recovery (The Partnership) is to aid Missourians' recovery plans by developing and implementing a holistic approach to disaster recovery, maximizing public and private resources to facilitate an efficient and effective integrated system addressing human services, housing, infrastructure, community and economic development issues.

<https://sema.dps.mo.gov/programs/thepartnership.php>

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Partner Groups:

Adventist Community Services
AmeriCorps St. Louis
Catholic Charities of Kansas City
Catholic Charities of St. Louis
Catholic Charities of Southern MO
Convoy of Hope
Feeding Missouri (Missouri Food Banks Association)
Habitat for Humanity
Heart-to-Heart International

Lutheran Disaster Response/Central States Synod
Missouri Baptist Disaster Relief
Missouri Developmental Disabilities Council
Missouri Housing Development Commission
Missouri Interfaith Disaster Response Organization (MIDRO)
Red Cross
The Salvation Army, Midland Division
United Way 2-1-1, St. Louis
United Way – Heart of Missouri

Deliverables:

- Website content - general description of assistance availability and/or pdf material
- A hyperlink to relevant utility customer service page to be placed on Partner websites

Access and Functional Needs Committee (“AFNC”)

State level committee with representatives from the majority of agencies that serve individuals with disabilities (Missouri Disability Council, MO Statewide Independent Living Council, Missouri Commission of Deaf and Hard of Hearing, Alianzas Project (Hispanic/Latino community))

The Access and Functional Needs Registry is a confidential emergency preparedness registry maintained by different designated entities. Emergency responders can use this information to plan and provide services for individuals who may need additional assistance during disasters.

Residents who have a temporary or permanent disability and/or physical, cognitive, or age-related conditions are eligible to receive assistance in response to disasters or emergencies in a safe and timely manner.

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573-526-8560 (Telephone)
573-751-8687 (Fax)
Marcia.Davis@health.mo.gov

Committee members:

N/A of the writing of this memo.

Deliverables:

- Website content – general description of assistance availability and/or pdf material
- A hyperlink to relevant utility customer service page to be placed on Registry websites

Individuals and Families Served through the Department of Health and Senior Services Bureau of Special Health Care Needs (SHCN)

The Bureau of Special Health Care Needs (SHCN) provides statewide health care support services, including service coordination for children and adults with disabilities and chronic illness. Service coordination is essential for people with complex conditions and needs. Service coordination links individuals to services and resources that enable individuals to obtain the best possible health and greatest degree of independence. To be eligible for SHCN services, an individual must be a Missouri resident and have a special health care need. Specific medical conditions and financial eligibility are required for some services, specific to each program; service coordination is provided to all program participants, regardless of financial status. State and federal funding support SHCN services.

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Partners, Numbers, Size and Scope:

SHCN Programs and initiatives include the following:

- Adult Brain Injury Program
- Brain Injury Waiver Program
- Missouri Brain Injury Advisory Council
- Federal Traumatic Brain Injury State Partnership Grant
- Children and Youth with Special Health Care Needs Program
- SHCN Family Partnership
- Healthy Children and Youth Program
- Medically Fragile Adult Waiver Program

Various programs and initiatives are targeted to serve specific populations. Program publications and service area maps are available here: <http://health.mo.gov/shcn>

Deliverables:

- Information will be disseminated electronically to staff and contracted agencies for utilization with participants and families on an individual basis.
- Information will be shared electronically with stakeholders through established list serves.