

MFP – Idaho Home Choice: Outreach, Marketing and Education Workgroup

Date: 3/31/11 Time: 2:00 pm

Call in Information 1-888-706-6468 Host Code (Elder) 248479# Participant Code 268877#

Committee members present: Trina Balanoff, Fawn Bell, Hope Brackett, Chris Johnson

Committee members absent: Mark Leeper, Sarah McDaniel

Topic	Presenter	Discussion	Action/Outcome
Logos	Trina	Discussed the two logos – although the MFP logo must be used, the IHC logo will be placed more prominently on materials	Need to ensure that there is transparency so people understand that Idaho Home Choice (IHC) is MFP and that IHC is funded by MFP. Do not want to create confusion but clarity with logo utilization.
MFP Operational Protocol	Fawn		Action: Tammy Ray to send to all members when revised Operational Protocol is submitted to CMS.
SWOTT Analysis	Trina	Suggested that Strengths, Weaknesses Opportunities Threats and Trends analysis be a starting point for plan	Action: Tammy to send communication plan to workgroup to determine what needs to be added as starting point.
Materials	Natalie	As materials are developed, Tammy Ray will send for review and input	Please review materials and provide feedback
Next call		4/26/11 at 3:00	Please note time change – there is a conflicting MFP call with CMS.