

Members Present: 9 Members

Steering Committee: 6 Members

Guests: 9 Guests

OFN Staff: 3 staff

Virtual Only

Item	Notes	Recommendations / Golden Nuggets
Coffee Time at Home		
Welcome & Conflict of Interest Review Minutes – MATF Cards	Welcome to everyone. Introductions were made. If you need more information on a topic, have agenda items, recommendations, or golden nuggets to share, you can send them directly to OFN via direct message or post them in the open chat. MATF Members receive the notes via email. MATF notes and Agendas are posted on the OHCA website. https://oklahoma.gov/ohca/about/boards-and-committees/member-advisory-task-force.html Click on: About, Boards & Committees, scroll to Member Advisory Task Force. Links are available to register for the meetings and a MATF Member Application. Please look over it and let us know if you have any recommendations.	
Transforming Maternal Health (TMaH)	Transforming Maternal Health (TMaH) A CMS funded model focusing on transforming or improving maternal health in Oklahoma. Key Goals: • Reduce rates of low-risk C-sections • Reduce the incidence of severe maternal morbidity • Address perinatal mood & substance use disorders • Reduce rates of low birthweight infants • Improve member experience	

	A CMS illustration: A mom recently diagnosed with a high-risk pregnancy due to Type 3 diabetes and facing significant challenges related to food and housing security. • Prenatal Period - Provide comprehensive support during the prenatal period. A team of professionals who can address her medical and social needs that includes a midwife, a physician, a doula, and a social worker or perinatal community health worker. • Birth – Delivery will be in the hospital because of type 2 diabetes. The doula will be with her every step of the way. The social worker or perinatal community health worker will visit her at the hospital to help with the childcare plan and make sure her housing is secure. Medical follow-up appointments for both mom and baby are scheduled before leaving the hospital. • Postpartum – Mom has 12 months of Medicaid coverage that includes access to her doctor and doula. She will receive regular postpartum care and monitoring her diabetes via telehealth and office visits throughout the year. The doula can answer questions, check on their wellbeing and help mom know the signs of postpartum depression. The social worker can connect her to vital group parenting classes and ensure she continues to have healthy food and a stable home. Oklahoma was one of the 15 states or territories to receive funding. • The state Medicaid agency was awarded up to \$17 million in funding over the 10-year lifetime of the grant. • The grant began in January 2025. • 2025-2027 are pre-implementation planning (technical assistance & infrastructure). • 2028-2034 be actual implementation years in the test region. The state is required to implement into their model three specific pillars: • Access, Infrastructure, and Workforce - increase access to midwifery/doula workforce, develop payment model. • Quality improvement and patient safety -support the implementation of AIM patient safety bundles and support birthing friendly hospital designation. • Whole Person care delivery – to increase risk assessments, screenings, referrals and follow-up for perinatal depression, anxiety, tobacco use and SUD. Oklahoma chose a substate implementation:	GOLDEN NUGGET: The TMaH specific doula training or pregnancy resource navigators will be able to go into the homes of moms and provide her with those resources that will be specific to the TMaH counties.
--	--	--

	• Sub-state implementation includes rural, underserved, and tribal areas, high concentration of Medicaid enrollees, the test region has overall poorer birth outcomes and higher levels of health disparities. • A comparison region that is comparable to the test region in demographic composition, population size and density and no service overlap. TMaH Contractors • Matriarch in Tulsa – Administer the perinatal experience assessment tool to gather, analyze and report member feedback. • Oklahoma Primary Care Health Improvement Cooperative (OPHIC) - Develop a provider focused on perinatal physical and mental health evidence-based guidelines. • Oklahoma Perinatal Quality Improvement Collaborative (OPQIC) – Work with hospitals to implement AIM Bundles and promote birthing friendly hospital designations. • Midwife Consultant - Educate and recruit midwives and birth centers to participate in TMaH OK. • Pregnancy Resource Program - Pay home visits; connect participants to social needs resources. • Doula Organizations: - Develop TMaH specific doula training- curricula; recruit and train doulas or TMaH OK communities. They are OK Bay or OK BEI and a tribal Dula. Progress overview of the past 10 months: • Meeting bi-weekly with CMS assigned Program Officer. • Meeting bi-weekly with Mathematica who provide technical assistance. • Defined scope of work for all proposed contractors. • Submitted semi-annual report in July for the first six months and letters from Contracted Entities (CE) partners pledging participation. • Working to develop the evidence-based provider education guide and the TMaH provider recruitment plan. Areas chosen: Ottawa, Delaware, Adair, Cherokee, Muskogee, Sequoyah, La Flore, McCurtain, Tulsa (Zip codes in North Tulsa: 74106, 74110, 74115, 74116,74117, 74126, 74130. The comparison counties were matched based on the number of births and the population makeup. Washington, Creek, Okmulgee, Pittsburg, Oklahoma, Seminole, Pontotoc, Carter, and Brayn. Question: How was the area determined?	
--	--	--

	Response: The far eastern side of Oklahoma was determined to be the biggest maternity desert in the state. The counties selected have the fewest providers and fewer birthing hospitals available, travel to neighboring states (Arkansas or Texas) for delivery, limited resources, poor maternal outcomes, and higher disparities. Question: Does that mean that outside of the test area, like Oklahoma County, won't receive the benefits of the program - of increased doulas and midwives and someone making sure that mom has housing and food and all those wonderful benefits? Response: Anything that is currently happening In Oklahoma County will not stop. Comment: As data comes in from the test areas and the results show it is working; OHCA can begin to work with our care entities about how to roll this out statewide. Comment: For the medical needs of members in eastern Oklahoma, the providers refer people to Arkansas or Texas. For many people it is the same distance to go to Oklahoma City as it is to go to Little Rock. Question – Will you have a one-year report? What is going to happen with the project as you move forward? Response: There are semi-annual reports due to CMS every six months. OHCA will share updates as we move forward. OHCA asked MATF Members who live in these counties to help them by telling Providers that OHCA staff will be coming to talk to them about this program. Question: Are there any materials that could be distributed through local rescue missions and like entities? Response: There is a one-page educational resource that can be shared. Comment: We have envisioned recruiting at a provider level and are supposed to partner with community-based organizations. Comment: Reaching out to the coalitions in the counties would be an effective way to connect with the community partners.	Recommendation: Provider education to refer within Oklahoma when a provider in Oklahoma is equidistant or closer when the Member is in a border county of Oklahoma. RECOMMENDATION: Share materials on the availability of doulas or becoming a doula to non-profits within the area of the grant.
--	---	--

	A doula is a steady, knowledgeable presence—someone who bridges medical care and human connection, ensuring the birthing person feels heard, respected, and supported through one of life’s most profound transitions. Question: Where can someone find training to become a doula? Response: There are organizations across the state that are certified to provide training for doulas. OHCA staff will reach out to those who are interested in the training. Doula link - https://oklahoma.gov/ohca/individuals/programs/pregnancy-services/doula-services.html If you are interested in training contact Jennifer Colbert Jennifer.colbert@okhca.org.	GOLDEN NUGGET: Doulas can help with behavioral health concerns, i.e. maternal depression GOLDEN NUGGET: There are scholarships for those interested in becoming a doula
Communication Overview – Operations/policy around communicating with members	The communication team consists of one graphic designer, two web specialists, two copywriters (one for external communications person and one translator). There are two senior directors, one for internal communications and one for external communications. All staff are cross-trained and can assist each other. The communication team is responsible for reviewing all materials to ensure compliance with branding standards, internal communications for agency staff as well as external communication that goes to members, providers, legislatures, other stakeholders, and SoonerSelect contracted entities. The team has led two nationally recognized campaigns; when expansion opened for student care, and when SoonerSelect went live. Information is brought to the team; it is discussed, and a decision is made - this is what needs to be done. The content goes through copywriting and information is compiled and is forwarded to the graphic design team. When completed it is sent to the division director for review and publication. The publication may be a member newsletter, provider newsletter, social media post, or a press release. All SoonerSelect marketing and communications materials - including social media, press releases, interview talking points, and handouts—are reviewed prior to release to ensure accuracy and alignment with program messaging. Comment – The MATF Members share their personal experiences and share information from others in their communities or families they are in contact with.	RECOMMENDATION: Create a flow chart on communication strategies to assist in the visualization of the communication process. RECOMMENDATION: Have The Communication team bring social media and other campaigns to the

	Previously someone from Communication attended the MATF meetings just to listen. They may hear things that would be helpful for people to know or something that could be a cost-saving recommendation. Question: When you receive the recommendations from the MATF Members do you have a process of looking at that? Response: Yes. In our staff meeting we look at it and see what else is out there that we could use to support that recommendation. If there is a recommendation that is specific to a program or process, we always take it to that department and ask for more information on it. Comment - A previous recommendation made that information sent to members by the Contracted Entities have the Oklahoma Health Care Authority on those documents. Then members would know that it was important and not spam. Response: The SoonerSelect logo can go on the materials but cannot be on the outside of the envelope because it would be a HIPPA violation. Response: There are federal regulations on what must be in the letters. We are working with the agency to see if there is anything that we can do to make the letters easier to understand. Comment: MATF has reviewed many of the letters that go out. Many of the letters are not family friendly. Often the MATF can soften the words, so it still gets across the same point. Inter Comment: This is a concern. Recently there were five individuals who visited a resource booth and none of them knew who their contracted entity was or about the added value-benefits and how to access them. With open enrollment approaching in May, would it be possible for the MATF to review the communications, as they have in the past, before they are released (such as Facebook posts, letters, mailings, or newsletter articles). Or MATF Members could offer what kinds of information to be in your communication. Your website is very informative, but many members of the public may have difficulty navigating through the information. Comment: I was at a resource fair, and a Managed Care company was next to me. I heard a family say I am not stopping there. I have SoonerCare. The family I was helping said I have SoonerCare. I said no you are on your phone right now with your Aetna care	MATF to review language to ensure the members are understanding what OHCA is sharing the way you intend. RECOMMENDATION: Share enrollment and value-added information with community partners. RECOMMENDATION: Share the opportunity to become a Community Partner with coalitions and/or who the community partners are in their community to help families with SoonerCare information. RECOMMENDATION: Have community partners or OHCA staff join cultural events to share information about SoonerCare, signing up, choosing a plan. RECOMMENDATION: Strengthen the understanding of
--	---	---

	coordinator. They replied no, I am on the phone with SoonerCare. Neither family knew it was the same thing. People do not understand the program they are on or the value-added benefits available to them. Response: The last open enrollment we encouraged members to use MySoonerCare portal to verify the plan and review value-added benefits. Media interviews and social media posts emphasized the importance of value-added benefits for whole-person health (e.g., tutoring for adolescents). Communication planning for open enrollment typically begins in January with input from multiple agency teams. Regarding the MATF request to review the material before releasing I will take it back to the team. I don't think it would be a problem, but it will depend on what we are looking at. Comment: A lot of TEFRA families are confused also. Comment: There are still people who cannot afford internet services even if they want it. And some who may not be able to navigate these things. In some rural areas there is no access to a lot of things. When you talk about a website there are some who do not know what that is or see it. Questions: Does OHCA use a test group? Have you surveyed how people get information? Has OHCA thought about surveying the contracted entities about how many members are utilizing the value-added benefits? This would tell if the members understood. Comment: Yes, we do tests. We did a couple of tests during the first open enrollment period when SoonerSelect was launched, and some smaller things. The contracted entities do a quarterly marketing plan and a quarterly marketing report. The plan shows what they're going to do for that quarter, emails, social media, if they are going places, doing interviews. The marketing report shows the impact of those. Comment: Quality gets the report on the use of the utilization of the value-added benefits, but right now the report just tells us which ones they're using and how much the plans are spending on them. We don't get a percentage of their whole population to know the level of penetration. This conversation tells me we need to redesign that report to be able to see the percentage that's actually using it. Comment: In rural eastern Oklahoma, DHS has embedded a social worker into the schools. The managed care companies have started partnering with these social workers.	members regarding Managed Care/Contracted Entities Check SoonerSelect: Member FAQs RECOMMENDATION: Try a focus group. GOLDEN NUGETT" A number of members cannot access many things online because of lack of any internet, limited data, or fast enough internet, or even access to internet. GOLDEN NUGGET: The Communication Department works with community partners to create toolkits whenever we have big changes, consisting of graphics, flyers, social media posts, and good information so they are prepared to help us communicate different things RECOMMENDATION:
--	---	---

	They have something like a parent's night, and they work together and answer questions. A booth is set up where families can come and talk with them individually. Comment: In eligibility and enrollment OHCA has a partner team and community partners, who are trained, have resources and materials to help and assist people. Community partners have offices around the state that will help enroll members, pick a plan, understand the value-added benefits, and understand SoonerCare traditional versus enrolled in a contracted entity. Will check what is posted on the website as far as those community partner entities and maybe send that out to you to help the communities have some sort of resource. If you know an agency that would like to be a community partner let Nicole know Question: How can we get a list of community partners? Response: I have made a note to see how we can get that widely dispersed if it is not already. Question: What are the requirements to be a community partner? For any community organization who's interested in becoming a community partner, all they have to do is email CommunityPartners@okhca.org Question; Can an individual be a community partner? This link goes to our Partner Resources page. There is a form to complete to become a community partner. Anyone can become a community partner. We encourage non-profits, churches, providers, community resources, and anyone who works with the public. Other comments from Members: • I was surprised that the workload has increased since SoonerSelect started. • Maybe something in the communities like a fair for families to come to and ask questions or enroll. • There was a DDS workshop here but most of the people there were workers. There is a communication breakdown here. I would love to be a bridge between helping get information for those who need it. • Utilizing DHS partners and other official channels. Serving unique populations and where/how they get information, newsletters or other ways. • Having MATF Members contribute to what is being sent out is a huge benefit. • Communication is good, but not when the communication isn't right. • Learned that a high-risk pregnancy doesn't disqualify you from being a doula.	A parent night (health fairs or schools) where families can come and talk with contracted entities about their insurance. Golden Nugget: The training team does training with our community and agency partners to get information out to the communities. RECOMMENDATION: Coalitions to partner with OHCA. RECOMMENDATION: This has to be a partnership for us to be able to touch the state, especially in those in places hard to get to. RECOMMENDATION: Share SoonerCare information in the DHS adoption newsletters. RECOMMENDATION: Have MATF Members contribute to anything that is being shared regarding SoonerCare, (Side note: This could be by email, at a regular
--	---	--

	OFN is very willing to share information when we attend resource fairs and other events. Are materials available and how to access them. Partner resources link https://oklahoma.gov/ohca/individuals/mysoonerare/partner-resources.html or email CommunityPartners@okhca.org and they'll email you information	MATF Meeting, or we can post it to a private Facebook page where current and past MATF Members can share their input) RECOMMENDATION: Resource fairs where members can sign up for SoonerCare or get questions answered.
Other MATF Updates, Changes, Terms & Commitment Form Future Agenda Items	The Conflict-of-Interest statement is regulated and mandated by CMS and must be stated at each meeting. Example of a conflict: Members who work for an agency that receives compensation for the services that they render through Medicaid through the Health Care Authority. Question: Is it conflict with the discussions of the day or is it all in general? Response: All in general. At the end of this meeting today each member was asked independently if they have a conflict of interest. For all future meetings this will be a part of each member's introduction. Next meeting December 6, 2025. Please complete your stipend form https://docs.google.com/forms/d/e/1FAIpQLSe3aHsh13LLHTiBDTpdJIAkHek-6zH6UUhwG0WN5xHBuBqBtQ/viewform?usp=sf_link	
MATF Meeting Schedule: December 6th, February 7, 2026; April 4, 2026; June 6, 2026. Future agenda items: - School-based services (updates) & changes to NEMT contract December 2025 or February 2026 Board of Directors Meetings: http://www.okhca.org/about.aspx?id=2671 Comments and questions may be submitted online through the Policy Change Blog and the Native American Consultation Page by contacting the OHCA Federal & State Reporting Division by telephone at 405-522-7914 or via email at OHCAcommunityengagement@okhca.org.		