

MMAC Meeting Notes

Date: 07/16/2025

Next Steps & Key Action Items

- Review and finalize MMAC mission/purpose statement (see draft options below)
- Share and review MMAC Group Norms (attached PDF)
- Develop a plan for MMAC engagement with community-based organizations, adult day care centers, and local events
- Explore opportunities to enhance SCN visibility through social media and local channels
- Evaluate opportunities for professional training and departmental communication improvements

MMAC's First In-Person Meeting Highlights

Review of Group Norms

- Group norms were distributed and reviewed. (Please see the attached PDF for reference.)

Discussion on Health-Related Social Needs (HRSNs)

PHS views HRSNs as factors impacting day-to-day living. Examples include:

- Job loss
- Homelessness
- Domestic violence
- Unsafe or unhealthy housing conditions (e.g., mold, leaks)

PHS Goal:

- **Screen every Medicaid member in Queens, Manhattan, and Brooklyn to identify and address HRSNs by connecting members to appropriate resources such as housing support, care management, nutrition, and transitional services.*

Draft MMAC Purpose Statements (Member-Contributed Ideas)

- The MMAC is here to help others live their healthiest lives possible and overcome barriers.
- The MMAC's goal is to connect every New Yorker to adequate services that support their well-being.
- The MMAC is here to bridge the gap between healthcare and social support services.
- The MMAC is here to support Medicaid members (MM) by creating a space that links health and social needs.
- The MMAC aims to assist those with limited access to essential resources (e.g., transportation).
- The MMAC helps navigate social, healthcare, and nutritional needs for our communities.
- Family engagement is essential; we can't address issues without considering the household.

- The MMAC builds relationships with families to better understand and resolve challenges.
- The purpose of the MMAC is to provide direction to the PHS-SCN Governing Board and support the initiative's starting points.
- The MMAC strives to increase awareness and deliver services that promote optimal health.

Identified Barriers in Accessing Services

- Long wait times on hotlines and the requirement for in-person visits create access challenges for working members.
- System limitations (e.g., character restrictions in applications) sometimes alter or shorten members' names.
- Lack of empathy and inconsistent communication from key agencies (e.g., HRA).

MMAC Goals & Recommendations

Community Engagement (CE):

- Deploy CE teams to high-need areas to increase member-facing engagement.
- Have CE staff present in adult day care centers to support SCN screenings.
- Attend community parades and neighborhood events to raise awareness.

Social Media & Visibility:

- Establish a presence on platforms like TikTok, Instagram, etc., to share member stories.
- Present social media ideas to MMAC for feedback and ensure cultural relevance.
- Explore partnerships with local TV channels (e.g., News 12 local news media) and community advisory boards to amplify messaging.

Improving Organizational Communication:

- Create direct phone lines by department to improve service navigation.
- Ensure staff from partner organizations (e.g., HRA) receive training in empathy and clear communication.
- Standardize professional training and staffing to ensure alignment with MM needs.

Overall Visibility:

- Develop engaging, member-centered content to increase SCN visibility.
- Ensure representation by the right community leaders when engaging with members.