







CMPE PROJECT CHARTER

Project Name	
Unable to Reach (UTR) Process Optimization	
Opportunity	
Currently, the process for handling nonresponsive members is different with each program at CMO.	
Goal	
Standardize and optimize the process for handling nonresponsive members.	
Objectives	
<ul style="list-style-type: none"> Solve a multi-objective constrained optimization problem such that the response rate is maximized while the cost is minimized Determine the optimal number of times to outreach a member before flagging them as UTR Determine the optimal amount of time between outreach attempts Determine the optimal time frame in which to outreach members Determine the time(s) of day which yield the highest response rate(s) Determine the appropriate amount of time that a member should remain flagged as UTR before attempting to contact them again (placing them back on the enrollment list) Determine the response rate of each method (phone call, mailed letter, home visit) Calculate yearly expenditure on mailed outreach attempts (paper, stamps, ink, other printing costs, staff-hours for programs with call centers) vs. response rate to determine whether or not to continue this outreach method 	
In Scope	Business Case
The scope includes the UTR processes for the following NCM programs: Enrollment, Baseline (?), Health Home, ICM, Diabetes, Respiratory, CKD, HF, Complex Case Management, Housing, Post Discharge, and MLTC.	The first stage of the care management process is enrollment. The outreach step in the enrollment process includes contacting members and documenting their interest in being managed by CMO. A standardized process for handling nonresponsive members will streamline the outreach process.
Constraints	Assumptions
<ul style="list-style-type: none"> Some programs (i.e. Health Home) have federal or state regulatory requirements regarding the number of outreach attempts and the length of time between outreaches. Data collection via DA&R difficult because of resource constraints 	<ul style="list-style-type: none"> Cost includes resources, monetary expenses, and staff hours Maximize response
Methodology	Deliverables
Lean	"As Is" workflow(s), "To-be" workflow, value stream map, cause & effect diagram
Six Sigma	Cost/benefit analysis, control charts, Pareto chart, ANOVA, Tukey's test, process capability, standardized work

Issue Date: 00/00/2016			
Core Team Members		Stakeholders	
Name	Role	Name	Role
Ashley Holmes	Project Leader	Denise Connolly-Hoyt	Stakeholder
	Bus. Architect	Cathy Lynch	Stakeholder
	DA&R	Kathleen Byrne	Stakeholder
		Alessandra Taverna-Trani	Stakeholder
		John Williford	
		Peggi Czingler	Champion
Subject Matter Experts			
Sandra Mitchell		Anne O'Keefe	
Ana Gouldborne		Michael Diamond	
Alessandra Taverna-Trani		Barbara Bruno	
Diane Gross-Collins			
Key Process Indicators			
TBD by SMEs			
Summary Project Status			
Projected Start Date		February 2015	
Estimated Completion		TBD	
Potential Financial Impact		TBD	
Milestones	Status	Due	Done
Define			
Measure			
Analyze			
Improve			
Control			
Submit Final Changes			
Sponsor Approval			Date

 Not Started
  Completed
  On Schedule
  At Risk
  Off Track