

**IHSS Program Integrity and Fraud Prevention
State and County Government Workgroup
Targeted Mailing Subcommittee**

The goal of the workgroup is to establish tools and consistent processes for conducting targeted mailings that balances the need to educate providers and ensure IHSS program integrity.

Discussion Points:

The key objectives of Targeted Mailing subcommittee are:

- Create a better informed IHSS provider by conveying program integrity concerns, and informing IHSS providers of program rules and requirements and the consequences for failing to adhere to them
- Safeguard IHSS recipients

A targeted mailing is a notice directed at a certain group of IHSS providers based on a shared attribute. By targeting mailers, the notice can provide IHSS program information most relevant to that group of providers. The workgroup discussed shared provider attributes for targeted mailings that would promote the greatest recipient safety and program integrity. Ideas included:

- Providing a high number of service hours per month
- No timesheet submitted for 90 days or more

Proposed Concept:

- Targeted mailer structured as a standard, letter template, customized with specific information regarding common attribute for the mailing.
- County IHSS programs and/or State select shared provider attribute for targeted mailings.
- Targeted mailings will be sent by County IHSS programs.
- Uniform communication between counties and State to coordinate efforts, avoid duplication of mailings to providers, and improve the program.