

YOUR PATH TO GUIDANCE SUPPORT CHOICE



The Balancing Incentive Program Team is thrilled to announce the public launch of NHCarePath tomorrow! Thank you for your participation in the readiness efforts around this important initiative. If you haven't already, download your partner poster here: [NHCarePath Partner Poster](#)

As a reminder, here are some of the most common questions about the campaign:

What is the purpose of the NHCarePath outreach and education campaign?

The purpose of the campaign is to promote NH's No Wrong Door System (NHCarePath) as the go-to system for community long-term services and supports. NHCarePath is at the forefront of efforts made by state and federal officials to streamline eligibility and access to community long-term services and supports.

How long will the campaign run?

The campaign is currently set to run from 5/1/15-6/30/16.

What types of outreach and education materials will be used in the campaign?

There will be many different forms of outreach and education materials, such as print ads, radio, television and online advertising.

Does NHCarePath provide additional services for consumers?

The purpose of NHCarePath is to streamline eligibility and access to long-term services and supports. Additional services are not provided through this initiative. NHCarePath will make it easier for consumers to access existing initiatives and services.

This email is designed to help you raise awareness in your organization and get all employees ready for the NHCarePath launch. Please forward this email to others in your organization. If you would like additional resources to pass along, please visit nhcarepath.org/partners.