



Outreach and Enrollment when Families are Seeking Health Care Services

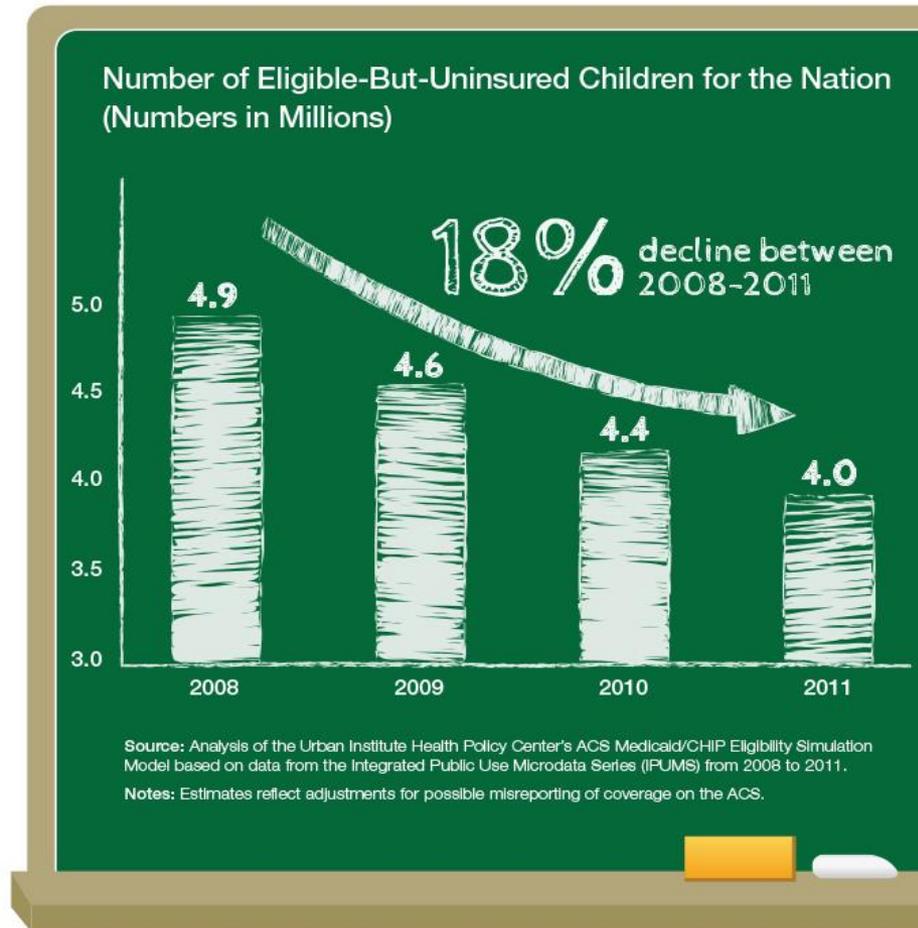
December 12, 2013

Today's Presentation

- Planning enrollment events around health services
- Partnering with pediatricians
- Working with health departments
- Connecting Kids to Coverage Campaign resources and materials

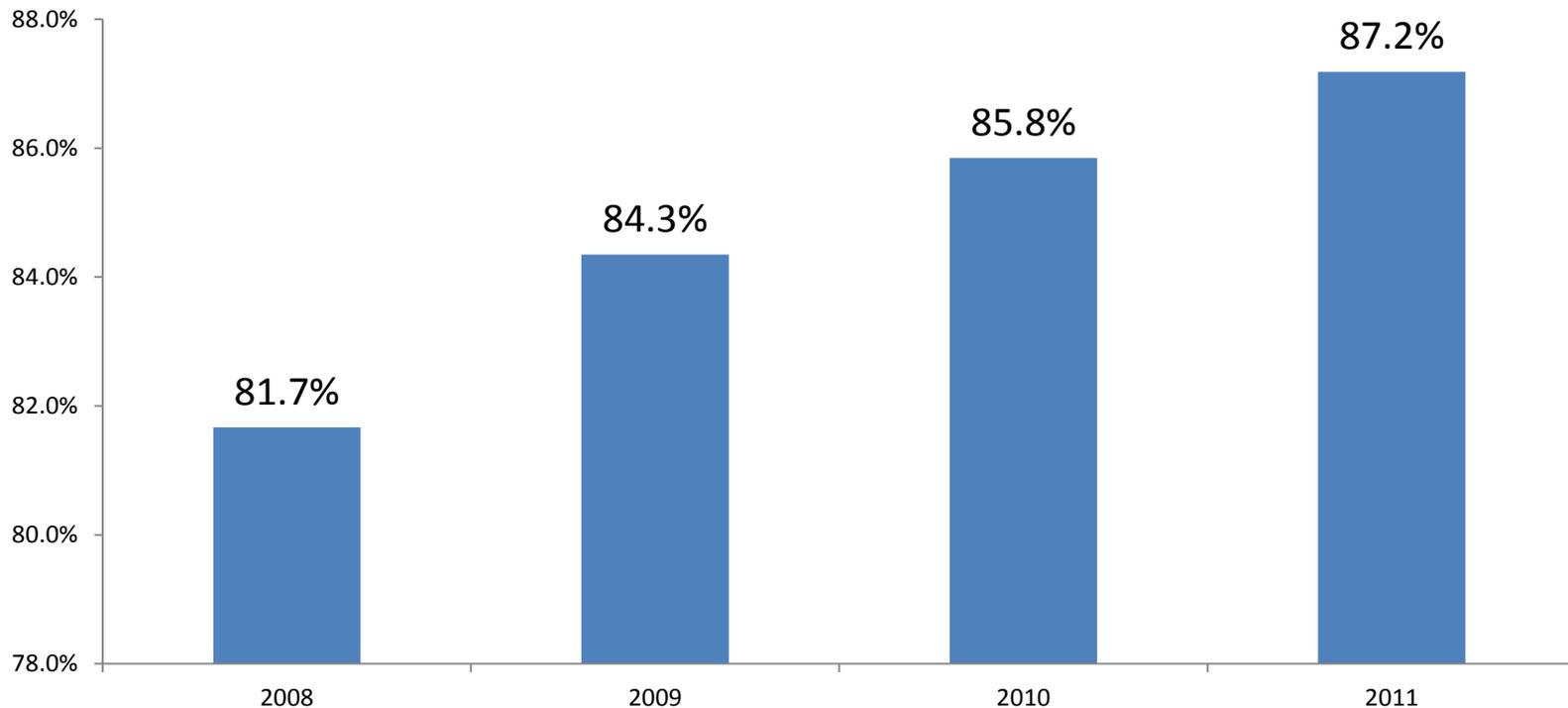


Medicaid/CHIP Participation



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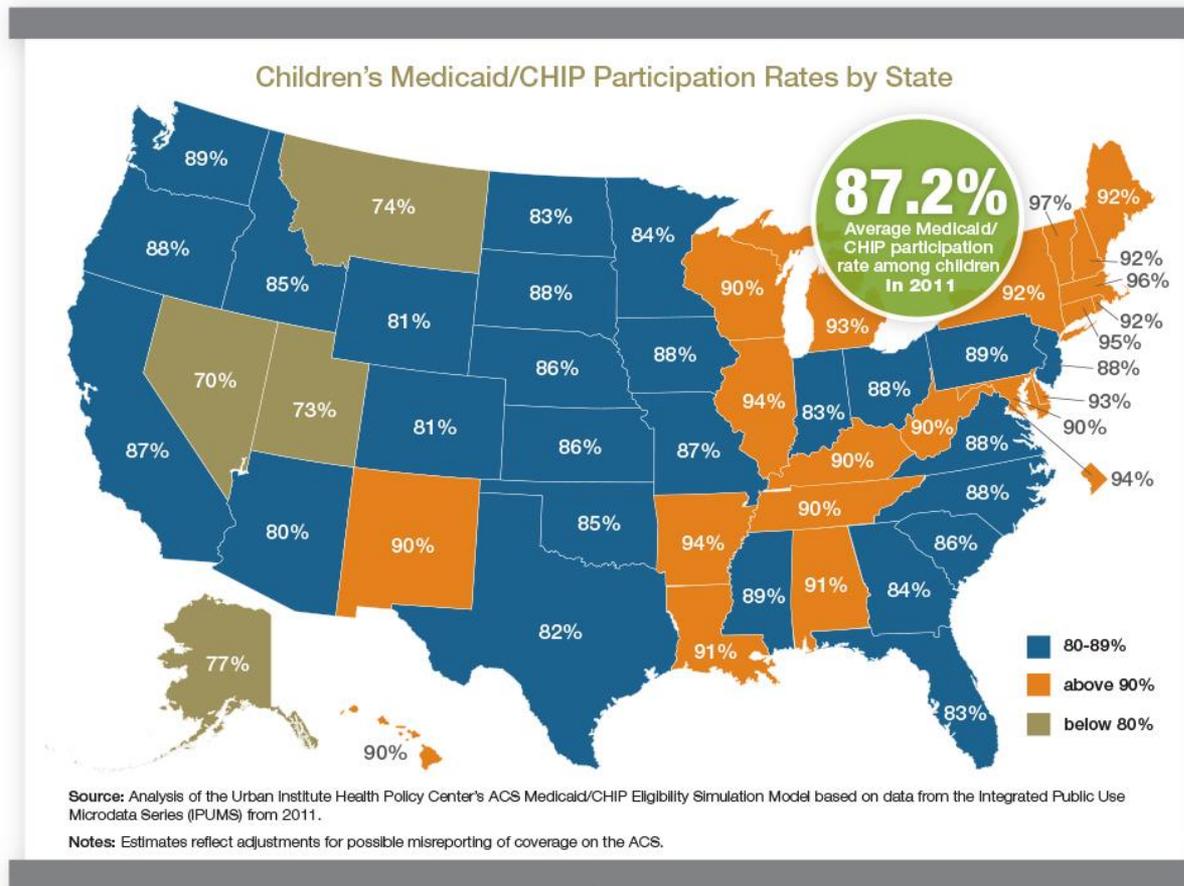
Children's Medicaid/ CHIP Participation Rates for the Nation, 2008-2011



Source: Analysis of the Urban Institute Health Policy Center's ACS Medicaid/CHIP Eligibility Simulation Model based on data from the Integrated Public Use Microdata Series (IPUMS) from 2008 to 2011.



Medicaid/CHIP Participation



Medicaid/CHIP Participation Rates for Children and Parents

	Children	Parents
US	85.8%	65.6%
MA	96.5	91.4
MI	92.0	72.1
NY	90.9	74.7
KY	89.4	59.7
PA	89.2	74.8
CA	84.8	61.3



Welcome Mat Effect

- Broad, welcoming message boosts enrollment for people already eligible
 - Arkansas enrolled 3,000 children in families identified through targeted enrollment strategy
 - Washington State enrolled more than 10,000 children



Working with Health Care Providers to Connect Kids to Coverage

Melanie Hall

Family Healthcare Foundation

Tampa, FL

Fl  rida
KidCare

Family Healthcare
F O U N D A T I O N



[InsureKidsNow.gov](https://www.insurekidsnow.gov)

Cold and Flu Prevention Event with Connecting Kids to Coverage

- March 2013
- Partnered with:
 - Family Resource Centers
 - St. Joseph's Children's Hospital
 - Hillsborough County Health Department



Family Healthcare
F O U N D A T I O N



Cold and Flu Prevention Event with Connecting Kids to Coverage

- Other Opportunities to provide application assistance in partnership with healthcare providers:
 - Back to School Immunization Fairs
 - Mobile Clinics
 - School and Athletic Physicals
 - Disease Specific Education Days (like Asthma Education Days)

Family Healthcare
F O U N D A T I O N



InsureKidsNow.gov

Outreach Perspectives

Jamie Poslosky and Bob Hall
American Academy of Pediatrics



How AAP Works with Pediatricians to Connect Kids to Coverage

- **Share** state-specific resources with pediatricians and parents on how to navigate the insurance marketplace & find the right plan
- **Display** PSAs and posters in English and Spanish on Medicaid & CHIP in pediatric practices
- **Promote** facts about why health insurance matters for children at AAP's national conference

DID YOU KNOW?

The DVDs included **In your conference registration bags** contain Public Service Announcements and printable flyers in English and Spanish for you to share in your clinics and practices.

The materials have simple facts about Medicaid and CHIP, customized by state.



Connecting Kids to Coverage National Campaign
Television & Radio PSAs and Posters in English and Spanish to Inform Families About Medicaid and CHIP

THE AMERICAN ACADEMY OF PEDIATRICS

Health Insurance Marketplace
HealthCare.gov

Questions or feedback about the Affordable Care Act? Visit the AAP Division of State Government Affairs and the Department of Federal Affairs in the Exhibit Hall's AAP Resource Center.

How AAP Works with Pediatricians to Connect Kids to Coverage

- **Train** pediatricians across the country about how to share their stories with the media, state and federal legislators and others
- **Advocate** for strong state and federal policies to keep Medicaid & CHIP strong for kids
- **Spread the word** by posting facts about why #MedicaidMatters for kids on social media

www.aap.org/ACAmarketplace
www.healthychildren.org/ACAmarketplace
[@AmerAcadPeds](https://twitter.com/AmerAcadPeds)



Why Pediatricians are Working to Connect Kids to Coverage

- **Medicaid and CHIP** provided health insurance to **more than 50 percent of American children** at some point in 2012, making these programs together the largest insurer of children in the country.
- **Pediatricians care for more Medicaid patients than other primary care physicians:** approx. 30 percent of a pediatrician's patients are covered by Medicaid on average.
- **Pediatricians develop unique relationships with parents** as a result of treating their children as they grow. Parents come to trust pediatricians for much more than just check-ups and immunizations.



Medicaid & CHIP: The Untold Success Story

- The **untold success story** of the Affordable Care Act's open enrollment that's not making headlines: more kids and parents enrolling in **Medicaid and CHIP**.
- **Medicaid and CHIP will be there for families before, during and after open enrollment.** These programs matter for children, and they are working, all year round.
- Help us tell this story...



How You Can Work with Pediatricians to Connect Kids to Coverage

- **Connect with your AAP state chapter to:**
 - Find a pediatrician to speak at a community meeting or forum
 - Write op-eds or letters to the editor to your local paper
 - Receive expertise on the importance of Medicaid and CHIP coverage and benefits for children
 - Determine how you can best work together to broaden outreach efforts around coverage in your community
- **Connect with your AAP state chapter by:**
 - Visiting www2.aap.org/member/chapters/chaplist.cfm



How to Reach Us

- **Jamie Poslosky**, Director, Division of Advocacy Communications, AAP Department of Public Affairs:
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- **Bob Hall, JD, MPAff**: Associate Director, AAP Department of Federal Affairs:
 - rhall@aap.org; 202.347.8600
- **AAP Chapter Contacts:**
 - www2.aap.org/member/chapters/chaplist.cfm

American Academy
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN™



InsureKidsNow.gov

Building Healthy Communities through Collaboration

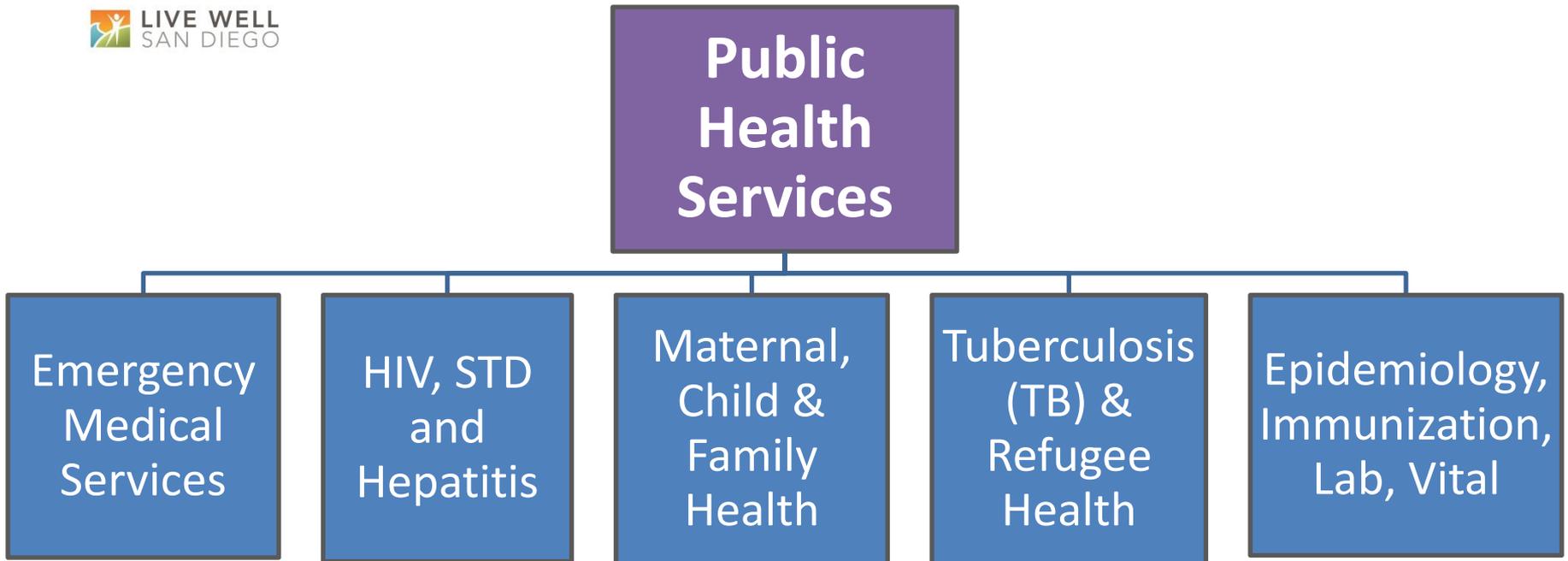
Local Health Department linking families to health care coverage through partnerships

Rhonda Freeman, MPH

- Coordinator, Child Health and Disability Prevention Program
- County of San Diego Health and Human Services Agency
- Maternal, Child and Family Health Services Branch



County of San Diego Health and Human Services Agency



Access to Care Initiatives

- Assessment and Case Management Services (ACMS) works with community agencies, clinics, and local providers to ensure families have access health care coverage.
- Services provided include:
 - Perinatal Care Network (PCN)
 - San Diego Kids Health Assurance Network (SD-KHAN)
 - Child Health and Disability Prevention (CHDP)



Collaborative Efforts

- Functional Cross Threading
 - Contractors providing access to care materials
 - County government agency referral partners
- Systems Approach
 - Subsidized Childcare and School Lunch Flyer
 - Community partner streamlined referrals



Partners

- Medical Providers
- Schools
- Faith-based entities
- Employers
- Women, Infants and Children (WIC)
- 211
- County Programs (e.g., public health nursing, immunizations, Black Infant Health, Family Resource Centers, ACCESS)





Questions & Answers



**Connecting Kids to Coverage
National Campaign Resources**

Cold and Flu “Hook”

- Connect with parents when their child’s health is already top-of-mind
- The costs of flu shots, doctor’s visits and medications can add up



Cold and Flu Outreach Materials

Now it's easier to turn sniffles into smiles.

With health insurance, you're ready for whatever cold and flu season brings. Medicaid and CHIP offer free or low-cost health insurance for kids and teens. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Children in a family of four earning up to \$47,100 a year or more may qualify.



Go to InsureKidsNow.gov or call 1-877-KIDS-NOW to learn more.

For more information about new affordable health insurance options for the whole family through the Health Insurance Marketplace, visit HealthCare.gov.



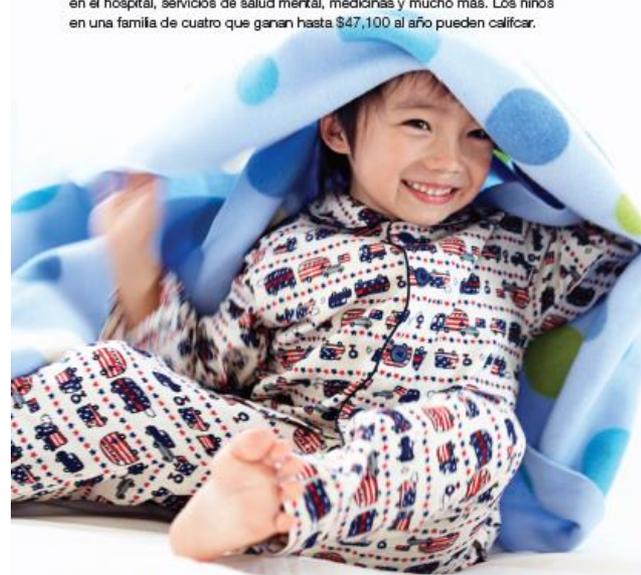
Health Insurance Marketplace



CMS Product No. 11658

Ahora es más fácil convertir resfriados en sonrisas.

Con el seguro de salud, usted está listo para cualquier cosa que traiga la temporada de resfriados y gripe. Medicaid y CHIP ofrecen seguro de salud gratis o a bajo costo para niños y adolescentes. Los niños y adolescentes pueden recibir exámenes médicos, vacunas, visitas al médico y al dentista, atención en el hospital, servicios de salud mental, medicinas y mucho más. Los niños en una familia de cuatro que ganan hasta \$47,100 al año pueden calificar.



Visite el sitio Web InsureKidsNow.gov o llame al 1-877-KIDS-NOW para más información.

Para más información sobre el Mercado de Seguros Médicos y las nuevas opciones de seguros de salud a bajo costo para toda la familia, visite CuidadoDeSalud.gov.



Mercado de Seguros Médicos



CMS Product No. 11658



InsureKidsNow.gov

General Outreach Materials

An extra hand for parents with their hands full

Now, you have one less thing to worry about. Medicaid and CHIP offer free or low-cost health insurance for kids and teens. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Children in a family of four earning up to \$47,100 a year or more may qualify.

Go to InsureKidsNow.gov or call 1-877-KIDS-NOW to learn more.

For more information about new, affordable health insurance options for the whole family through the Health Insurance Marketplace, visit HealthCare.gov.



CMS Product No. 11039-S



Ayuda para padres que lo necesitan

Ahora, usted tiene algo menos de qué preocuparse. Medicaid y CHIP ofrecen seguro de salud gratis o a bajo costo para niños y adolescentes. Los niños y adolescentes pueden recibir exámenes médicos, vacunas, visitas al médico y al dentista, atención en el hospital, servicios de salud mental, medicinas y mucho más. Los niños en una familia de cuatro que ganan hasta \$47,100 al año o más pueden calificar.

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CMS Product No. 11039-S



Outreach Materials

- Print materials available to download or customize:
<http://insurekidsnow.gov/professionals/outreach/strategies/index.html>
 - All palmcards and posters in English and Spanish
 - Some materials available in Chinese, Korean and Vietnamese



Public Service Announcements (PSAs)

- TV PSA, radio PSA and radio readers available in English and Spanish



Outreach Videos



http://insurekidsnow.gov/professionals/outreach/connecting_kids_challenge/organizations.html#video features



InsureKidsNow.gov

Connecting Kids to Coverage Campaign 2014

Open Enrollment

October 1, 2013
– March 31,
2014

Kids Enroll Any time

April – May
2014

Back-to- School

June –
August
2014



Connect with the Campaign

- **Website:** www.insurekidsnow.gov
- **Connecting Kids to Coverage National Campaign Notes eNewsletter:** <https://public-dc2.gov/delivery/accounts/USCMS/subscriber/new>
- **Twitter:** @IKNGov;
<https://twitter.com/IKNGov>
- **Facebook:**
<https://www.facebook.com/InsureKidsNow>

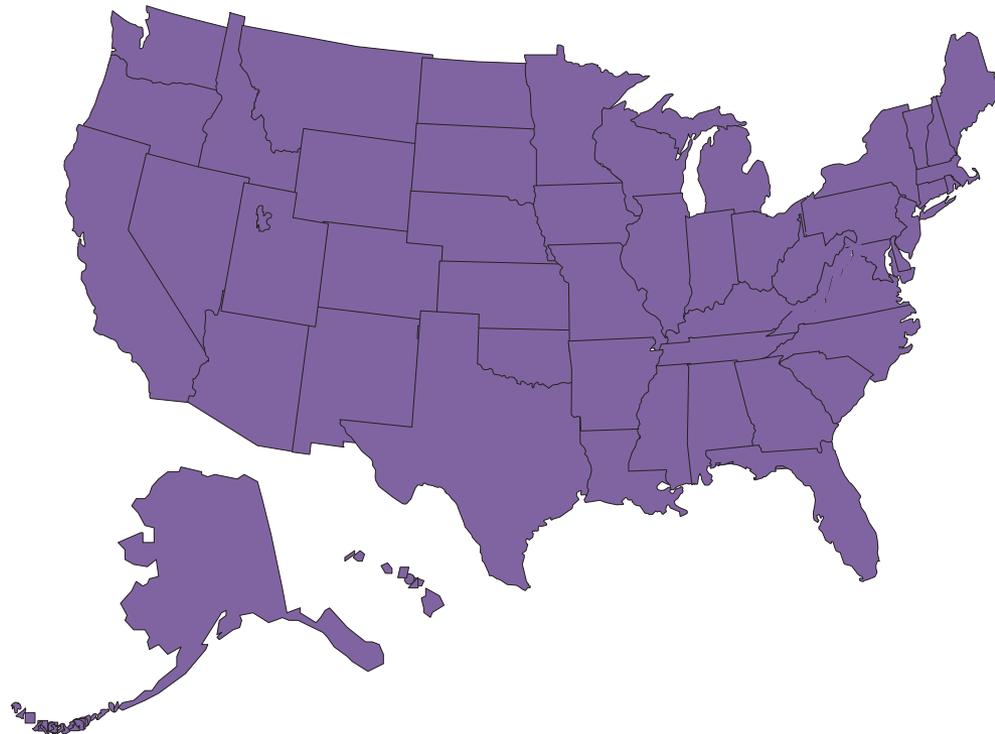


Support through Field Desks

Field Desks

Call: 1-855-313-KIDS

Email: InsureKidsNow@fleishman.com





Questions & Answers