Agenda

- Overview and Introductions
- Engaging City Officials in Promoting Medicaid & CHIP
- Working with the Juvenile Justice System to Enroll Children and Teens
- Empowering Youth as “Healthy Ambassadors”
- Building a Culture of Enrollment
- Connecting Kids to Coverage Campaign Resources
- Questions and Answers
Engaging City Officials in Promoting Medicaid & CHIP

- Monica Fulton
  Director of Community Resources, City of Garden City
  Garden City, Michigan
Unchartered Waters

About Garden City

- Small suburb of Detroit
  - < 28,000 residents
  - Bedroom community
- Prior to 2010
  - Most residents worked at one of the Big Three auto companies
  - Stable housing stock; little need for assistance programs
  - Hard-working, blue collar, comfortable lifestyle
- New Reality
  - Massive layoffs, foreclosures, vacant homes
  - Severe economic hardship for our families
  - Lack of knowledge about assistance programs
Lead Partners
Enrollment Assistance

Get Covered-Stay Covered event

Walk-in application assistance
Engaging City Officials

Mayor’s Kick-Off PSA

Councilmember Announcements
Engaging City Departments

City Vehicles

- Water Bill insert
- Campaign umbrellas given to all precinct workers
- Campaign Logo on Budget Cover

Water, Finance & Clerk

ARE YOU COVERED?
Get Health Insurance TODAY!
Call the Community Resources Department at 734.793.1857
City Communication Media

Facebook, Twitter, Nixel

Municipal Cable Channel
Results

August 2014-May 2015

- 800 more uninsured adults are now covered by Medicaid
- 115 more uninsured children are now covered by Medicaid
- 100 more uninsured children are now covered by MiChild (CHIP)

Top Three Outreach Strategies

- Informational insert in City water bills
- Municipal Social Media campaign
- Municipal channel coverage
Thank You!

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Director of Community Resources
City of Garden City
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Megan Sheeran
Healthy Kids-Happy Families Coordinator
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Medicaid and CHIP Enrollment Support for Chatham County Juvenile Court (CCJC)

- Eva Elmer, MPA, PMP
  Campaign Manager,
  Chatham County Safety Net Planning Council
  Savannah, Georgia
In early 2014 (until August 2015), Chatham County’s local Department of Family and Children’s Services (DFCS) disengaged from personal enrollment assistance for families applying for Medicaid.

- DFCS staff directed clients to a self-serve computer and scanner.
- “Georgia One” helpline routed calls to offices all over Georgia resulting in long wait times or no answer.

**Chatham County by the numbers:**
- Number of Children: 60,000
- Children living at or below 235% of poverty: 63.1%
- Children who do NOT have health insurance: 4,559

**Campaign for Healthy Kids and Families by the numbers:**
- Total Enrolled/Renewed: 1,279 (July 2014-August 2015)
- Medicaid: 1,219
- CHIP: 60
Idea for Outreach to Chatham County Juvenile Justice System

- Presentation by Laura E. Furr at a cross-site meeting in October 2014 for grantees of *Cities Expanding Health Access for Children and Families*, an Atlantic Philanthropies funded three year, three phase initiative (NLC passed through grants to 8 cities).

- Laura E. Furr is the program manager for justice reform and youth engagement in the National League of Cities’ (NLC) Institute for Youth, Education, and Families.

- Technical assistance and facilitation of cross-team relationships between different cities within the grant by NLC critical to helping expand the breadth of our outreach.
Juvenile Court: Needs Analysis

NOTE: CCJC had lost its dedicated DFCS worker in 2013.

Challenges

• At the time, no individual assistance available – only option was to send to DFCS office
• Computer-only access & application too difficult and intimidating, family often gave up
• Many families do not have transportation

Needs

• Personal Enrollment/Renewal assistance especially for cases where judge has mandated counseling services – estimated 5-10% of children on probation-mandated (avg. 150-200) mental health services are uninsured
• Offer multiple ways to enroll – in-person, onsite at Juvenile Court or by telephone
Juvenile Court: The Process

Campaign point of contacts...

Intake Assessment
- Required for all children referred to Juvenile Justice. Intake Officers offer informational flyer to parents with a list of enrollment assistance partners if child is uninsured or needs assistance with public benefits. Intake officer may also offer a direct referral to an enrollment assistance partner.

Probation System
- Probation Officer refers families to enrollment assistance partners or designated CCJC enrollment assister. Judge often mandates counseling services and parents are given 30 days to enroll child if uninsured.

Release from Foster Care
- Parents are given 30 days to enroll their children in health coverage after DFCS releases child and parents are referred to Campaign enrollment assistance partners.

Outreach at CCJC
- Campaign enroller is onsite 2-3 times per month for outreach to families, answer questions and be available to do enrollment.
Juvenile Court: Challenges/Outcomes

Challenges

• Families tend to face more barriers to enrollment
• Issues of guardianship
• Difficulty with transportation for parents
• More complicated family dynamics or families in crisis, flux and hard to contact

Outcomes

• Referrals from CCJC staff – averages 2-4 “official” referrals per month via Probation Officers
• CCJC staff are very satisfied with the support the Campaign provides
• Accountability for parents of children mandated counseling and other medical services
Working with Juvenile Court: Best Practices

Do a “Needs Analysis”

Find best way to embed enrollment process within existing systems

Train staff who work directly with families on public health insurance eligibility criteria, how to screen for services and assist with sending in documentation if necessary

Have a highly-qualified enrollment assister designated to accept referrals directly and to be on “speed-dial” for CCJC staff

Make sure a member of your team continues to make time to be onsite
The Chatham County Juvenile Court Team

197 Carl Griffin Drive, Savannah, GA 31405-1376
(912) 652-6700
Adam Kennedy, Court Administrator, a kennedy@chathamcounty.org
Empowering Youth as “Healthy Ambassadors”

- Azade Perin-Monterroso
  Fiscal and Outreach Coordinator, Healthy Communities Office
  Providence, Rhode Island
Cities Expanding Health Care Access to Families

City of Providence
Healthy Communities Office
Healthy Communities Office

- Established by Executive Order in 2012.
- Facilitators of Change: Public Health Focus
- Work on: Health Care Access, Healthy Food Access, Substance Abuse Prevention, Active Living, and more
- In 2014 received funds through the National League of Cities to work on *Cities Expanding Health Access for Children and Families*
- This is an Atlantic Philanthropies funded three year, three phase initiative. Atlantic funded NLC, and NLC passed through grants to the cities.
- Each city designed and is implementing a city-led outreach and enrollment campaign to enroll eligible but not enrolled kids and families in Medicaid and CHIP.
In Providence...In Rhode Island

- Medicaid and CHIP are a combined program in RI known as “RIte Care”
- When grant began we faced change with enrollment systems and renewal process threatened to drop 144,000 individuals’ health insurance.
- Needed to think creatively, and define strong partnerships.
Strategies: Healthy Ambassadors
HEALTH RHODE ISLAND
FAMILY YOUTH CHILDREN GIFT
COMMUNITY TIME EXCELLENT MEDICAID
THINK HEALTHY PREVENTIVE CARE EMPOWER
BETTER TODAY BRIGHTER TOMORROW
STRONG LIFE SMART
AFFORDABLE HEALTHY COMMUNITIES
ACCESS ENABLE CHOICES
HERO GET TOGETHER
SAVE MONEY GOOD
SAVE QUALITY CARE
LOW COST NO COST
RITE CARE
Finding Healthy Heroes

**Community Based Outreach:** Designed to educate the community about the importance of health care access and to directly facilitate enrollment in community settings. Awareness, reinforcement & sustainability.

**School Based Outreach:** Embedding efforts to facilitate enrollment throughout the school district by placing application counselors in Registration office, educating nurses and other staff, improving school data collection around health coverage for students, as well as using school as a communications channel to educate families.

**Youth Outreach:** Hired local youth advocate and performer, Mr. Deep Positivity, to empower youth as Healthy Ambassadors charged with educating their families about health care. Also worked with the city youth employment office to provide information to youth as they apply for their work permit.

**Statewide Partnerships:** Strengthened cooperation among partners and developed new partnerships with a collective vision supporting a collective message.
Youth Outreach

- Hired Mr. Deep Positivity to empower youth to become Healthy Ambassadors.
- Outreach consisted of presentations in schools and in the community.
  - More than 15,000 youth have been reached.
  - Call to Action: youth to educate families.
- Healthy Ambassadors are asked to talk to their parents about health care access and ask about whether or not they have health insurance as a family.
- Are You Covered? Art Contest: 139 submission, 14 top winners
- Lessons in understanding children/youth vision related to health care access
- Healthy Heroes Gallery Series: opportunity to engage community at another level
HEALTHY PROVIDENCE
UN PROVIDENCE SALUDABLE

RITE care at your reach ALL Year
RITE care is a NO COST HEALTH INSURANCE FOR CHILDREN AND PARENTS THAT COVERS HOSPITALS AND DOCTOR'S VISITS, PRESCRIPTIONS AND MORE. EVEN IF YOU DON'T QUALIFY, OTHER LOW COST HEALTH COVERAGE OPTIONS MAY BE AVAILABLE FOR YOUR FAMILY.

GET ENROLLED. STAY ENROLLED.
call 211* to find help near you.

CITY OF PROVIDENCE
Healthy Communities Office
www.providenceri.com/health

Providence Schools

Healthy Communities Office
Jorge O. costa Mayor City of Providence

InsureKidsNow.gov
“Improving enrollment in RIte Care is a powerful step on the road to boosting health outcomes for children.”

Peter Asen, Director
Healthy Communities Office
Thank You!

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401-421-7740 x 5490
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Building a Culture of Enrollment

- Teresa Fleming
  Director of Financial Affairs, Mountain Comprehensive Health Corporation
  Whitesburg, Kentucky
Background

- FQHC founded in 1971
- 5 counties in Southeastern Kentucky
- 22 Clinics, including 16 School Based Clinics
- 260 employees
- Services include: Family, Internal, Pediatrics, OB/GYN, Dental, Pulmonology
- Ancillary Onsite Services at some locations include: Mammography, xray, DEXA, moderate and high complexity laboratories
- Founding Member of Kentucky Primary Care Association
- Founding Member of Kentucky Health Center Network
Embracing Enrollment

- Hired a Kynect Coordinator to begin organizing our project and ensure training.
- Began training for not only designated Kynectors, but also receptionists, administrators, self pay billing staff, financial counselors, and Director of Financial Affairs.
- Educated all staff on overview of program.
- Contacted patients who were eligible based on previous income and family size provided, to do a pre-screening and application if eligible.
- Used the registration form as a pre-screening tool for patients who came in to the clinics, and are not familiar with the Kynect program. Patients who qualified were either signed up on the spot by receptionists, or sent to a Kynector for sign up while waiting to see the provider.
- Kynect signage visible at all locations, and staff were accessible.

Total trained: 27
Covering the Community

**Be available!** In person, by phone—we signed up people and received referrals from other areas because of this. Word of mouth was a substantial factor in success of our Kynect model.

**Advertising** - Radio, social media (especially Facebook), TV (local government & school channels), billboards, clinic signage, newspaper articles

**Build staff capacity** - Ensured that staff was available at all locations at all times to handle influx of patients

**Outreach events** - Libraries, courthouses, local businesses, festivals, create your own! Kynect Sunday Social
MCHC Workflow

Patient at MCHC

- Sees a Provider
- Makes an appointment
- Speaks to a kynector
- Calls about a bill

Checks to see if they have insurance

- No
  - Enrolls in kynect
- Yes
  - Gives information about kynect
Kentucky’s New Health Insurance Marketplace (kynect) and the New MAGI Medicaid.

What is the health benefit exchange?
A health benefit exchange is an organized marketplace for individuals and employees of small businesses to shop for health insurance based on price and quality. Kynect is run by the Office of Kentucky Health Benefit Exchange within the Cabinet for Health and Family Services. Federal law requires each state to have an online health insurance marketplace to ensure that all Americans have access to quality healthcare.

Medicaid Expansion
The Medicaid expansion provision of the Affordable Care Act requires states to expand Medicaid to cover all non-elderly residents with incomes up to 138% FPL starting Jan. 1, 2014.

Individuals will no longer need to meet both income and other medical or categorical requirements (e.g., children, disabled, etc.) to be eligible for Medicaid. The expansion will enable childless adults (ages 19-64) to get Medicaid. Depending on household size and income you may be eligible for the new MAGI Medicaid. If you fall below the 138% FPL (Federal Poverty Level) then you are eligible for the new MAGI Medicaid.

What happens if I don’t have health insurance?
Beginning January 2014, most Americans will be required to have health insurance or pay a penalty. By using Kynect, you may be eligible for payment assistance to help cover the costs of coverage for you and your family. Kynect will also check to see if you are eligible for programs like Medicaid or the Kentucky Children’s Health Insurance Program.

Choose the health insurance option that fits your needs
The Kynect Marketplace is a new way to find health coverage that fits your budget and meets your needs. With one application, you can see all your options and enroll. Every health insurance plan in the new Marketplace will offer essential health benefits, including doctor visits, preventive care, hospitalization, prescriptions, and more. You can compare plans based on price, benefits, quality, and other features important to you before you make a choice.

What if I don’t qualify for the MAGI Medicaid?
If you’re not eligible for the MAGI Medicaid you still may be eligible for help with your health insurance. Through kynect you may be eligible for things like APTC (advanced premium tax credit) or CSR (cost sharing reductions) which basically means the government will give you money to help pay your premiums. The APTC and CSR will automatically be applied to reduce your monthly premium.
MCHC will be your community resource for your questions about Medicaid expansion and the new health insurance exchange known as Kynect, and MCHC will also provide in person assistance that will help you every step of the way.

For additional information you can go onto the Kynect website:
www.kynect.ky.gov

You can also speak to one of our four outreach enrollment specialists (knectors)
- Zach Sturgill - Letcher 606-634-5180
- Malinda Sexton - Letcher / Perry 606-634-8613
- Patricia Noe - Harlan 606-505-0880
- Marilyn Begley - Owsley / Buckhorn 606-493-5900

www.mchcky.com

606-633-4871 • www.mchcky.com
Lessons Learned

- Make sure no one falls through the cracks. (If front end staff misses a patient who is eligible, billing staff are trained as Kynectors to recognize eligibility and can contact and enroll if patient is interested)
- Do as many outreach events as you can, even create some events and advertise them in advance.
- Make sure there is someone available to do Kynect at anytime, so patients can get in and get out.
- Train billers and receptionists and inform all staff on basic information on Kynect—the more correct information out there the better.
- Check all self pay patients to see if they are eligible.
- Have information handy for all staff just in case someone has a question.
- Talk it up—employers, social media—and have information everywhere!
- Remind patients to tell anyone they know who may have lost their job, or have had a life changing event.
- Word of mouth can be your best friend, or your worst enemy, so make sure everyone has a positive experience.
Results

Since October 1st 2013- Present
Assisted: 14,591
Estimated Enrolled: 9,574

CI = commercial insurance

2012
- Uninsured: 18%
- Medicare: 21%
- Medicaid: 27%
- CI: 34%

Jan- Aug 2015
- Uninsured: 7%
- Medicare: 21%
- Medicaid: 43%
- CI: 29%
Thank You!

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Zach Sturgill
Kynect & Outreach and Enrollment Coordinator
zsturgill@mtncomp.org
Connecting Kids to Coverage Campaign
Resources
Customizable Print Materials

You may choose to insert your program name(s), your state’s annual income eligibility limit for a family of four, your website address and/or phone number, and up to two logos. Please Note: You may request these changes on all customizable materials.

Your program name(s)
Your state’s annual income eligibility limit for a family/household of four
Your website and/or phone number
Up to two logos

Available in English and Spanish
Some available in Chinese, Korean, Vietnamese, Hmong and more.
Flyers, Posters and Palmcards

With health insurance, they'll be ready for whatever the school year brings.

Kids who have health coverage are better prepared to do well in school and succeed in life. 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 $47,700 a year or more may qualify.

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

Visit HealthCare.gov to learn more about affordable health coverage for your family.

I'M YOUNG, BUT I WASN'T BORN YESTERDAY.

I know a good thing when I see it—like health coverage through Medicaid and CHIP. And I'm here to talk it up. It's low-cost or free for children and teens up to age 19. Us kids can get regular check-ups, shots, doctor and dentist visits, hospital care, mental health services, prescriptions and more. And kids in a family of four earning up to $47,700 a year or more may qualify.

You can enroll any day of the year, but why put it off when you can protect your family (and your finances) today?

To learn more about affordable health coverage for your family, visit HealthCare.gov or call 1-877-KIDS-NOW.

Health coverage for teens who just want to have fun

Now your teens can have fun and get the health care they need. Medicaid and CHIP offer free or low-cost health insurance for children and teens up to age 19. That means check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more are covered. Children and teens in a family of four earning up to $47,700 a year or more may qualify.

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

Visit HealthCare.gov to learn more about affordable health coverage for your family.
Social Media Resources

- Web banners and buttons
- Social Media Graphics
- Language for Facebook and Twitter posts

URL: http://www.insurekidsnow.gov/professionals/index.html
Live Read Radio Scripts

- Live read PSA scripts are available for local radio on-air personalities to inform their listeners about Medicaid and CHIP enrollment
  - :15 radio PSA script in English and Spanish
  - :30 radio PSA script in English and Spanish
  - :60 radio PSA script in English and Spanish

URL: insurekidsnow.gov/professionals/outreach/strategies/tv_and_radio_psas.html
Outreach and Enrollment Best Practices

- All webinars available online

- Outreach Video Library
Keep in Touch With the CKC Campaign!

- Sign up for eNewsletters here: public.govdelivery.com/accounts/USCMS/subscriber/new
- Follow the Campaign: — Twitter: @IKNGov
Thanks!