Agenda

• Overview and Introductions
• Strategies to Enroll American Indian and Alaska Native Families into Medicaid and CHIP
• Overview of Indian Health Service
• AI/AN Digital Engagement Strategies
• Connecting AI/AN Families to Health Coverage
• Campaign Resources
• Questions and Answers
Poll Question: Do you or your organization have outreach experience with AI/AN communities?

a. Yes
b. No
Strategies to Enroll American Indian and Alaska Native Families into Medicaid and CHIP

Kitty Marx
Director of the Division of Tribal Affairs
Centers for Medicare & Medicaid Services
ACA: Streamline Enrollment

- ACA contained provisions that simplified and streamlined the enrollment and renewal process for Medicaid and CHIP.
- States are now required to implement streamlined enrollment and renewal processes, greater outreach and availability of enrollment assistance, electronic data matching, and simplified verification procedures.
Tribal Barriers to Enrollment

• AI/ANs still encounter enrollment challenges due to remote geographic locations, lack of access to reliable internet and phone service, distrust of government programs, language and health literacy barriers, and cultural differences.

• Enrollment in Medicaid and CHIP benefits AI/AN individuals, their families and their communities.
State Enrollment Strategies

- On-line access to eligibility
- Outstation eligibility workers
- Medicaid Administrative Match
- Express Lane eligibility for children
- Presumptive eligibility
- Continuous eligibility
Enrollment Best Practices

• Many of the strategies and ideas for best practices came from enrollment assisters who work with AI/ANs
• Varied Outreach Strategies
• Technology in Outreach
• Internal Technological Infrastructure
• Have Beneficiaries Renew to prevent a lapse in Coverage
Cultural Competency and Working in Tribal Communities

• There are some cultural differences that are important to understand in conducting outreach in Indian Country
• CIB summarizes things to remember and helpful hints
• Culture Card developed by SAMSHA: https://store.samhsa.gov/shin/content/SMA08-4354/SMA08-4354.pdf.
Funding Opportunity for American Indian/Alaska Native Outreach

• Proposals due January 17, 2017
• Awards will be in the form of cooperative agreements ranging in size from $250,000 to $500,000 over a two-year period
• Anticipated award date of May 17, 2017
• Learn more:
  https://www.insurekidsnow.gov/initiatives/connecting-kids/funding/index.html
CMS Division of Tribal Affairs
Resources

Bonnie Hillsberg
Health Insurance Specialist
Division of Tribal Affairs
Centers for Medicare & Medicaid Services
American Indian/Alaska Native

The Center for Medicare and Medicaid Services (CMS) Tribal Affairs Group works closely with American Indian and Alaskan Native communities and leaders to enable access to culturally competent healthcare to eligible Medicare and Medicaid recipients in Indian Country. CMS collaborates with the Indian Health Service and other federal partners to facilitate access to high quality and timely healthcare.

Through the Medicare, Medicaid and Children’s Health Insurance Programs, CMS provides for the delivery of healthcare to American Indian and Alaskan Native (AIAN) people. Funding from these program accounts for a significant portion of the Indian health care budget. Due to the special relationship between the federal government and Indian Tribes, CMS frequently has special rules when working with the Indian Health Service, Tribes and Urban Indian programs (I/TUs).

CMS established a Tribal Technical Advisory Group (TTAG) in 2004 to seek input and advice on policies and strategies to increase AIAN access to CMS programs. TTAG adopted a 2010-2015 Strategic Plan that sets out three targets: (a) establishing and improving access to CMS funded long term care services; (b) implementing strategies to increase AIAN enrollment in CMS programs; and (c) identifying current and future administrative, regulatory, and legislative policies that affect AIAN beneficiaries and providers.

Power Point Presentations
- Tribal Specific Brochures
- Tribal Specific Fact Sheets
- Medicaid Flyers
- Posters
- Public Service Announcements (PSAs)
- Radio PSAs
- Videos
- Webinars

How to Order Tribal Products

American Indians and Alaska Natives in the Marketplace
Customizable Flyers

Looking for Health Insurance that Fits Your Health Needs and Your Budget?
Medicaid or CHIP May Be the Answer! You Can Enroll Any Time—But Why Wait?

Medicaid and the Children’s Health Insurance Program (CHIP) offer low-cost or no-cost health insurance for you and your family. In many states, even adults that have never qualify for Medicaid before can now.

Who may be eligible?
- Children under age 19
- Parents and other adults, depending on the state
- People with disabilities
- "Young adults" of older care
- Eligible depends on income: the size of your family and the value of your assets.

When you enroll, you can get:
- Doctor visits
- Hospital care
- Preventative care, such as immunizations
- Prescription drugs
- Mental health care
- Dental care

To find out if you qualify, visit HealthCare.gov or call 800-318-2595 to contact your local Indian health care provider for help signing up.

Looking for Health Insurance that Fits Your Health Needs and Your Budget?
Medicaid or CHIP May Be the Answer! You Can Enroll Any Time—But Why Wait?

Medicaid and the Children’s Health Insurance Program (CHIP) offer low-cost or no-cost health insurance for you and your family. In many states, even adults that have never qualify for Medicaid before can now.

Who may be eligible?
- Older adults up to age 65
- People with disabilities
- "Young adults" of older care
- Eligible depends on income: the size of your family and the value of your assets.

When you enroll, you can get:
- Doctor visits
- Hospital care
- Preventative care, such as immunizations
- Prescription drugs
- Mental health care
- Dental care

Enroll in Medicaid: For yourself, For your family, For your community.

Enroll in Medicaid: For yourself, For your family, For your community.

Enroll in Medicaid: For yourself, For your family, For your community.

American Indians and Alaska Natives who are eligible for Medicaid and CHIP may also be eligible for certain services under the Indian Health Care Improvement Program, which is administered by the Indian Health Service.

To find out if you qualify, visit HealthCare.gov or call 800-318-2595 to contact your local Indian health care provider for help signing up.


InsureKidsNow.gov
AI/AN Specific Training Materials
How to Order Tribal Products

If this is your first time ordering, visit:
http://productordering.cms.hhs.gov
Useful Links

• Visit [www.Medicaid.gov](http://www.medicaid.gov) or visit [https://www.medicaid.gov/medicaid-chip-program-information/by-state/by-state.html](https://www.medicaid.gov/medicaid-chip-program-information/by-state/by-state.html) and click on your state on the map for more information about each state’s Medicaid programs


• [http://go.cms.gov/AlAN](http://go.cms.gov/AlAN)
Thank you!

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Send questions and comments to
tribalaffairs@cms.hhs.gov
Overview of the Indian Health Service

Carol Chicharello
Acting Director
Division of Business Office Enhancement
Indian Health Service
Agency Overview

• **Our Mission:** To raise the physical, mental, social, and spiritual health of American Indians and Alaska Natives to the highest level.

• **Our Goal:** To ensure that comprehensive, culturally acceptable personal and public health services are available and accessible to American Indian and Alaska Native people.

• **Our Foundation:** To uphold the federal government's obligation to promote healthy American Indian and Alaska Native people, communities, and cultures and to honor and protect the inherent sovereign rights of Tribes.
Priorities

Agency Priorities: Developed with input from staff and Tribes as a strategic framework to focus agency activities on priorities for changing and improving the IHS:

- Assessing Care
- Improving How We Deliver Services
- Addressing Behavioral Health Issues
- Strengthening Management
- Bringing Health Care Quality Expertise to IHS
- Engaging Local Resources
Health Care System Overview

• IHS Direct Health Care Services
• Tribally-operated Health Care Services
  – Titles I and V of the Indian Self-Determination and Education Assistance Act provide Tribes the option to assume control and management of programs.
  – Today, over half of the IHS appropriation is administered by Tribes, primarily through self-determination contracts or self-governance compacts.
• Urban Indian health care services and resource centers
Profile

• Serves members of 567 federally-recognized Tribes
• 2.2 million American Indians and Alaska Natives
• Headquarters and 12 Area Offices: Alaska, Albuquerque, Bemidji, Billings, California, Great Plains, Nashville, Navajo, Oklahoma City, Phoenix, Portland, Tucson
• 170 IHS and tribally-managed service units
• 34 urban programs
Challenges

The Indian health system faces a number of challenges, including:

- Populations growth and increased demand for services
- Rising cost/medical inflation
- Difficulties recruiting and retaining medical providers
- Increased rates of chronic diseases
- Challenges in providing rural health care
- Aging facilities and outdated equipment
- Lack of sufficient resources to meet demand for services
Outreach and Education

• Outreach, education, and enrollment has become a function of the revenue cycle and has placed additional demands on staff in the field.

• Having health coverage means more options for our patients. Success stories have been posted on the IHS Blog and by the Tribal Self-Governance Advisory Committee.

• IHS Headquarters ACA Efforts
  – ACA Webpage, ACA Implementation Listserv, National Q&A Calls
  – National Indian Health Outreach and Education Initiative
Thank you!

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AI/AN Digital Engagement Strategies

Chawin ‘Win’ Reilly
Tribal Healthcare Reform Outreach & Education Program Associate
National Indian Health Board
Digital Engagement Strategies

How much do you trust the product info you get from the following sources?

<table>
<thead>
<tr>
<th>Traditional Media</th>
<th>UGC</th>
</tr>
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<tbody>
<tr>
<td>TV 34%</td>
<td>Social Networking 50%</td>
</tr>
<tr>
<td>Radio 37%</td>
<td>Peer reviews 68%</td>
</tr>
<tr>
<td>Print newspaper 44%</td>
<td>Conversations w/ friends 74%</td>
</tr>
</tbody>
</table>

Professional reviews are as trusted as professional reviews!

64% Peer reviews trustworthiness

68% Peer reviews trustworthiness

Tribal Health Reform Resource Center
A project of the National Indian Health Board
Points to Consider

• Popular themes, images, and trends
• Color matters in your designs
• Not all social media is the same
• Trusted sources, peer to peer

• Engage American Indians and Alaska Natives in your work
• Be authentic
• Dual approach
• Partner up!
NIHB Resources: Toolkits

Resources-> Outreach and Education Materials

www.Nihb.org/TribalHealthReform
Enrollment Basics

Why should AI/AN care about enrolling into Medicaid and CHIP?

• Inform AI/AN that Medicaid and CHIP counts as minimal essential
  coverage to meet the Affordable Care Act requirements
• Even after enrolling into programs like Medicaid and CHIP, the
  consumer and their family can continue to go to their preferred I/T/U
  for services
• AI/AN do not have to pay premiums or enrollment fees; and if they
  use an ITU or Purchased/Referred Care (PRC), will not have to pay
  any cost sharing, such as deductibles or copayments.
• It provides the AI/AN more choices; they are able to continue their
  care at their preferred I/T/U or chose to go outside the I/T/U system
  for care
• Brings third-party resources into your community, which can provide
  more resources for your I/T/Us
Thank you!

Chawin ‘Win’ Reilly
WReilly@nihb.org
Southcentral Foundation Connects Families to Health Coverage

Katherine A. Anderson
Manager of Patient Accounts
Southcentral Foundation
Southcentral Foundation Overview

Our Mission is working together with the Native Community to achieve wellness through health and related services.

We operate in the Southcentral Region of Alaska and in multiple community health centers throughout the state.
Rural Outreach

• As a full-time manager dedicated to rural outreach:
  
  – Travels to 12 rural communities
  
  – Connected **over 250** customer owners to coverage in 2016
Increasing Enrollment

In 2016, SCF took on multiple initiatives and partnerships to implement tools to help increase Medicaid enrollment. Outreach efforts included:

- Rural outreach
  - Twelve community healthcare clinics
- Local events and focused incentive-based events
- Conducted targeted projects
- Increased resources in SCF Pediatrics Clinic
How SCF Increased Enrollment

Rural outreach
• Contacted the twelve (12) community healthcare clinics
• Clinics advertised Family Health Resources (FHR)
• Incorporated outreach activity at local health fairs
  • Informational brochures
• Rewarded customer-owners that completed a Medicaid application with incentives
• Results were reported in monthly Contract Health meetings
  • Increase in payer mix
  • Testimonies
How SCF Increased Enrollment

Local events and focused incentive-based events

• Participated in newly acquired SCF clinic grand openings
• Established a travel schedule based on customer-owner needs in Contract Health Clinics (CHC)
• Based incentive items on geographic locations
  • Example: Universal gift cards
How SCF Increased Enrollment

Conducted targeted projects

• Local community outreach
  • Beans Café
  • Covenant House

• Renewal project
  • 3 Full-Time Equivalents (FTE) to contact customer-owners due for Medicaid renewals

• Rural Anchorage Service Unit (RASU)
  • 2 FTEs, 1 to regularly visit RASU clinics
How SCF Increased Enrollment

Increased resources in SCF Pediatrics Clinic

• Assigned 2 FTEs to Pediatrics Clinic
• Ran daily appointment schedule
  • Identified Indian Health Service customer-owners with no current health insurance
• Connected with customers prior to appointment
  • Determined eligibility
  • Completed Medicaid applications
  • Processed temporary benefits, if applicable
Building Relationships & Trust

In an effort to expand opportunities to enroll in health coverage for Alaska Natives and American Indians, SCF Benefits Enrollment built relationships with several organizations in Anchorage. These included homeless shelters, soup kitchens, and youth homes.

• Regularly visit each organization to enroll individuals:
  – Without coverage
  – With high medical needs
  – Without transportation
Resources & Tools

Implemented an internal auditing & tracking tool to aid in Medicaid enrollment and retention.

This tool:
• Allows SCF to identify training needs for staff
• Accurately tracks households and application types
• Tracks renewal dates
• Can identify resource needs based on location
Results

In 2016, SCF increased FHR presence throughout the state.

Outreach efforts provided information to 4,494 customer-owners and, of those contacted, 2,946 submitted an application.
Thank you!

Katherine A. Anderson
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Southcentral Foundation

InsureKidsNow.gov
Additional Campaign Materials

• Outreach Materials—Customizable Posters/Palmcards, Videos, Tip Sheets
• Informational Webinars
• “Campaign Notes” eNewsletter
• Ready-Made Articles, Radio Scripts
• Digital Media Tools
• TV & Radio PSAs (forthcoming)
Digital Media Tools

• Social Media Graphics & Guide

• Web Buttons & Banners

• Sample Posts
Examples of Material Topics

- Year-round Enrollment
- Oral Health
- Vision
- Teens
- Sports
Customizable Materials

Posters, flyers, palmcards and tear pads

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.

Learn how to request material customization here:

Outreach and Enrollment Best Practices

• Outreach Video Library

• Webinar Archive
  • https://www.insurekidsnow.gov/webinars-videos/webinars/index.html
Keep in Touch With the CKC Campaign

- Follow us @IKNGov
- Engage with the Campaign on social media
  - Re-tweet, share or tag messages using the hashtags #Enroll365, #KidsEnroll, #Medicaid and #CHIP
- Sign up for eNewsletters here:
- Email us at: ConnectingKids@cms.hhs.gov
Questions?
Thank you!