Connecting American Indian and Alaska Native Children to Health Coverage

December 15, 2016

InsureKidsNow.gov

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

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Informational Bulletin

- On November 28, 2016, CMCS issued an Informational Bulletin (CIB) **https://www.medicaid.gov/federal-policy-guidance/federal-policy-guidance.html**
- Identifies strategies states can employ, in concert with Tribes and Indian health care providers.
- Outlines outreach and enrollment best practices for assisters and others working in or with Tribal communities

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

CMS AI/AN Website

http://go.cms.gov/AIAN

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Home > Outreach and Education > American Indian/Alaska Native > American Indian/Alaska Native

American Indian/Alaska Native

- Spotlight
- Tribal Consultation
- Tribal Technical Advisory Group (TTAG)
- Affordable Care Act
- All Tribes Calls
- Children's Health Insurance Program
- Long-Term Services and Supports Technical Assistance Center
- Medicine Dish Broadcasts
- Outreach & Education Resources
- State Tribal Relations on HealthCare
- Trainings
- How to Order Tribal Products

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 (AI/AN) 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/T/Us).

CMS established a Tribal Technical Advisory Group (TTAG) in 2004 to seek input and advice on policies and strategies to increase AI/AN 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 AI/AN enrollment in CMS programs; and (c) identifying current and future administrative, regulatory, and legislative policies that affect AI/AN beneficiaries and providers.

Outreach & Education

Home > Outreach and Education > American Indian/Alaska Native > Outreach & Education Resources

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Outreach & Education Resources

The CMS Division of Tribal Affairs is responsible for creating and disseminating informational materials to American Indian Alaska Native (AI/AN) beneficiaries, providers, and relevant health professionals on CMS programs. This includes multimedia (video & radio), printed materials, webinars and training materials. Many of these materials were developed in collaboration with HHS (Intergovernmental External Affairs), the Indian Health Service, the CMS TTAG, and national Indian organizations. These materials can be downloaded from this page or ordered from the CMS warehouse. Click on below links to access materials.

- 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

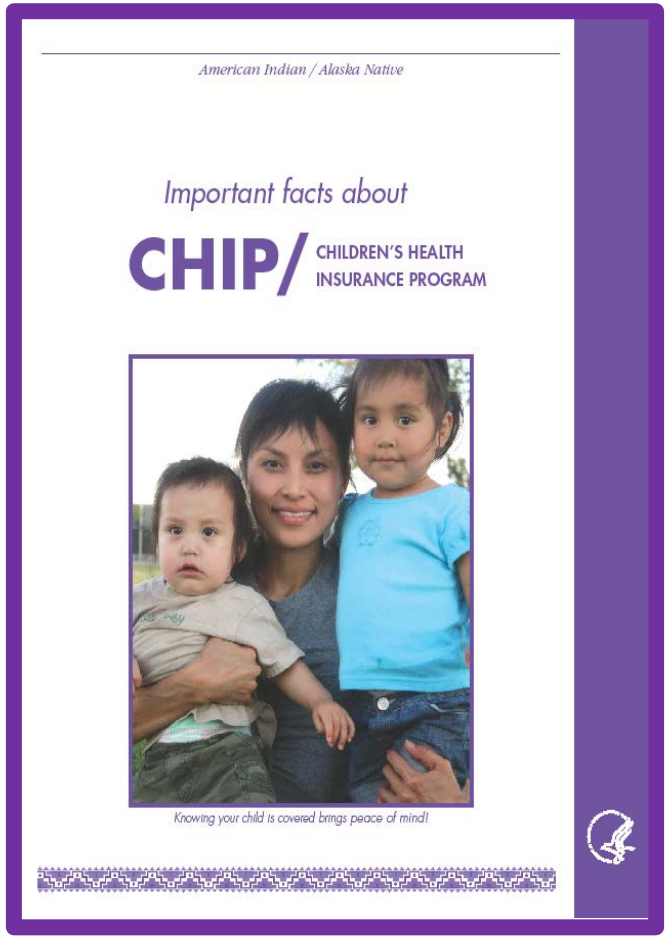
Power Point Presentations

American Indians and Alaska Natives in the Marketplace

Customizable Flyers

https://www.medicaid.gov/medicaid/outreach-tools/supporting-enrollment-efforts/index.html

AI/AN Specific Training Materials



How to Order Tribal Products

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How to Order Tribal Products

Tribal Product Ordering Website:

If this is your **first time ordering**, go to http://productordering.cms.hhs.gov and **Create An Account**.

If you are a **CMS partner** and need education and outreach materials click on the words **Create An Account**

For **previous users**, please enter your Username and Password in the designated fields, and then click on the **Sign In** button.

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

Useful Links

- Visit www.Medicaid.gov or visit 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
- www.InsureKidsNow.gov
- http://go.cms.gov/AIAN

Thank you!

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Send questions and comments to
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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
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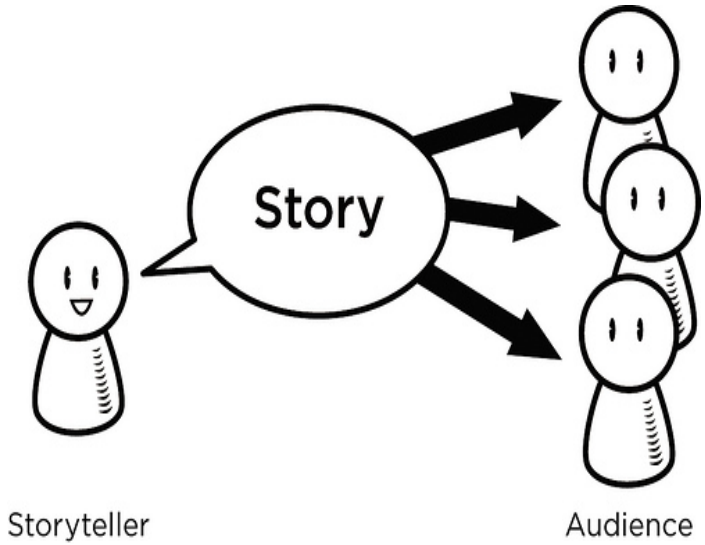
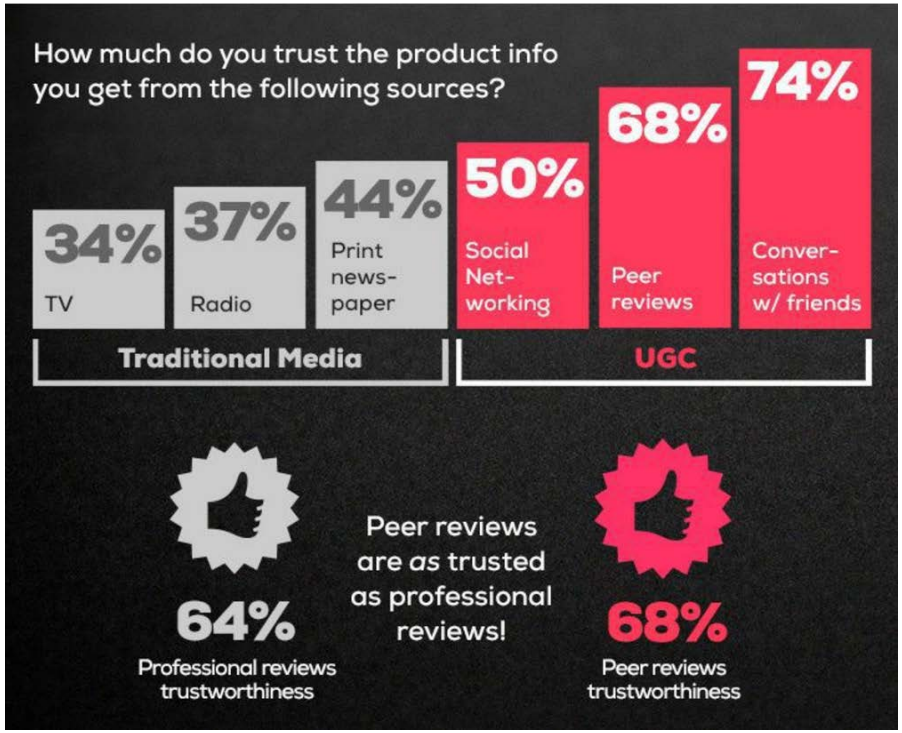
Tribal Health Reform
Resource Center
A project of the
National Indian Health Board

Digital Engagement Strategies





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

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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!

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

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NIHB Resources: Toolkits

www.Nihb.org/TribalHealthReform

Resources-> Outreach and Education Materials

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

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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!

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

Southcentral Foundation Connects Families to Health Coverage

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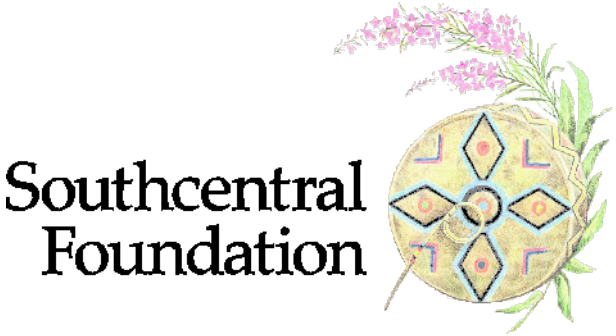
Manager of Patient Accounts
Southcentral Foundation



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!

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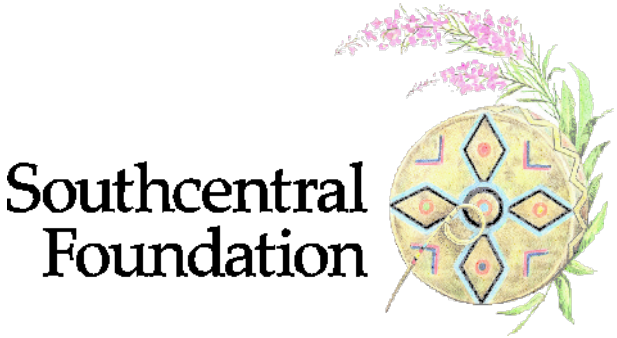

Connecting Kids to Coverage National Campaign Resources

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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.

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

Learn how to request material customization here:
https://www.insurekidsnow.gov/downloads/library/print/materialscustomizationguide-english.pdf

Outreach and Enrollment Best Practices

- Outreach Video Library
  - https://www.insurekidsnow.gov/webinars-videos/video/index.html

- 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:
  - https://www.insurekidsnow.gov/newsletter/subscribe/index.html
- Email us at: ConnectingKids@cms.hhs.gov

Questions?

Thank you!

InsureKidsNow.gov