Agenda

• Outreach and Enrollment Strategies to Achieve Health Equity in Rural Communities
  • Darci Graves, Office of Minority Health, Centers for Medicare & Medicaid Services

• The Medicaid Unwinding and Rural Populations
  • Stefanie Costello, Partner Relations Group, Centers for Medicare & Medicaid Services

• Reaching Rural Communities
  • Alexa McKinley, National Rural Health Association

• Reaching Diverse Populations in Rural Communities
  • Beverly Lofton, Division of Tribal Affairs, Centers for Medicare & Medicaid Services

• Connecting Kids to Coverage National Campaign Resources
  • Helen Gaynor, MPH, Outreach Contractor, Connecting Kids to Coverage National Campaign, Porter Novelli Public Services, Inc.

• Questions and Answers

Disclaimer: Views shared by partner organizations on today’s webinar do not reflect those of the U.S. Government or CMS.
Outreach and Enrollment Strategies to Achieve Health Equity in Rural Communities

Darci L. Graves, MPP, MA, MA
Technical Advisor, Office of Minority Health
Centers for Medicare & Medicaid Services
CMS Office of Minority Health

The Centers for Medicare & Medicaid Services (CMS) is the largest provider of health insurance in the United States, responsible for ensuring that more than 150 million individuals supported by CMS programs (Medicare, Medicaid, Children’s Health Insurance Program, and the Health Insurance Marketplaces) are able to get the care and health coverage they need and deserve.

The Centers for Medicare & Medicaid Services Office of Minority Health (CMS OMH) is one of eight offices of minority health within the U.S. Department of Health and Human Services. CMS OMH works with local and federal partners to eliminate health disparities while improving the health of all minority populations, racial and ethnic communities, people with limited English proficiency, lesbian, gay, bisexual, transgender, and queer (LGBTQ+) persons; persons with disabilities; persons who live in rural areas; and persons otherwise adversely affected by persistent poverty or inequality.
Health Equity Challenges and Opportunities in Rural Communities
Challenges include:

• Higher rates of poverty and unemployment
• Higher rates of uninsurance or underinsurance
• Longer travel times to health care practitioners
• Limited access to modern technology and high-speed internet
Opportunities include:

• Growing Diversity
• Natural Resources
• Innovation, Adaption, and Resiliency
• Community Social Capital
Framework Overview

CMS OMH released the updated *CMS Framework for Advancing Health Care in Rural, Tribal, and Geographically Isolated Communities* in November 2022.

The Framework focuses on **six priorities** over the next five years.

- **Priority 1:** Apply a Community-Informed Geographic Lens to CMS Programs and Policies
- **Priority 2:** Increase Collection and Use of Standardized Data to Improve Health Care for Rural, Tribal, and Geographically Isolated Communities
- **Priority 3:** Strengthen and Support Health Care Professionals in Rural, Tribal, and Geographically Isolated Communities
- **Priority 4:** Optimize Medical and Communication Technology for Rural, Tribal, and Geographically Isolated Communities
- **Priority 5:** Expand Access to Comprehensive Health Care Coverage, Benefits, and Services and Supports for Individuals in Rural, Tribal, and Geographically Isolated Communities
- **Priority 6:** Drive Innovation and Value-Based Care in Rural, Tribal, and Geographically Isolated Communities
Health Insurance Coverage by urbanization level: United States, 2021

Figure 2. Percentage of adults aged 18–64 who were uninsured, had private coverage, or had public coverage, by urbanization level: United States, 2021

<table>
<thead>
<tr>
<th>Urbanization Level</th>
<th>Uninsured</th>
<th>Private Coverage</th>
<th>Public Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large central metropolitan</td>
<td>13.7</td>
<td>68.8</td>
<td>13.1</td>
</tr>
<tr>
<td>Large fringe metropolitan</td>
<td>14.4</td>
<td>66.9</td>
<td>19.1</td>
</tr>
<tr>
<td>Medium and small metropolitan</td>
<td>22.8</td>
<td>62.2</td>
<td>16.2</td>
</tr>
<tr>
<td>Nonmetropolitan</td>
<td>26.3</td>
<td>68.8</td>
<td>19.1</td>
</tr>
</tbody>
</table>

1 Significant quadratic trend with decreasing urbanization level (p < 0.05).


Figure 3. Percentage of children aged 0–17 years who were uninsured, had private coverage, or had public coverage, by urbanization level: United States, 2021

<table>
<thead>
<tr>
<th>Urbanization Level</th>
<th>Uninsured</th>
<th>Private Coverage</th>
<th>Public Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large central metropolitan</td>
<td>4.6</td>
<td>54.6</td>
<td>32.5</td>
</tr>
<tr>
<td>Large fringe metropolitan</td>
<td>3.6</td>
<td>51.5</td>
<td>42.2</td>
</tr>
<tr>
<td>Medium and small metropolitan</td>
<td>3.3</td>
<td>45.0</td>
<td>48.3</td>
</tr>
<tr>
<td>Nonmetropolitan</td>
<td>5.5</td>
<td>48.3</td>
<td>52.0</td>
</tr>
</tbody>
</table>

1 Significant quadratic trend with decreasing urbanization level (p < 0.05).


Outreach and Enrollment Strategies for Rural Communities
Areas to Consider

• Limited Number of Provider Networks
• Affordability
• Communication Limitations
• Transportation
Coverage to Care (C2C) Overview

What is C2C?
C2C aims to help individuals understand their health coverage and connect to primary care and the preventive services that are right for them, so they can live a long and healthy life.
Roadmap to Better Care

- Explains what health coverage is and how to use it to receive primary care and preventive services

- Includes consumer tools:
  - Eight Steps to Better Care
  - Insurance card
  - Primary care vs. Emergency care
  - Explanation of Benefits

- Available in nine languages, Tribal version, and a customizable version

- Roadmap to Better Care PDF
Roadmap to Behavioral Health

- Offers information specific to mental health and substance use disorder services
- Use alongside the *Roadmap to Better Care*
- Eight Steps:
  - Understand your behavioral health
  - Learn about health insurance
  - Where to go for help and treatment
  - Find a behavioral health provider
  - Make an appointment with a behavioral health provider
  - Prepare for your appointment
  - Decide if the behavioral health provider is right for you
  - Stay on the road to recovery

- Available in eight languages
- [Roadmap to Behavioral Health PDF](#)
Prevention Resources

• The Prevention Resources page focuses on prevention and healthy living to be shared with consumers, reposted online, printed or ordered.

• All resources are available in eight languages.
College-Tailored Resources

Put Your Health First: College Students (Pictured)

- Outlines the preventive services that are typically offered at student health centers and are available at no cost under most health plans
- Full list of vaccines is also provided

View Your Path to Better Student Health

- A version of our Roadmap to Better Care, which tailors the eight steps to meet the needs of college students
Additional ways to learn and engage with CMS

• Participate in the Rural Open Door Forum
• Connect with CMS Rural Health Coordinators in your Region
• Sign up for the CMS Rural Health Listerv

Visit: go.cms.gov/RuralHealth  Email: RuralHealth@cms.hhs.gov
The Medicaid Unwinding and Rural Populations

Stefanie Costello
Partner Relations Group
Centers for Medicare & Medicaid Services
Medicaid and CHIP Continuous Enrollment Unwinding

In March 2020, CMS waived certain Medicaid and CHIP requirements and conditions. The easing of these rules helped prevent people with Medicaid and CHIP from losing their health coverage during the pandemic.

- States restarted eligibility reviews on April 1, 2023.

- The Connecting Kids to Coverage National Campaign encourages beneficiaries to:
  - Update their address, email, and phone number with their state Medicaid offices
  - Check their mail for a letter regarding their Medicaid or CHIP renewal
  - Complete their renewal form and return it right away

- Resources and additional information are available at Medicaid.gov/Unwinding, including a Communications Toolkit and graphics in 7 languages, including English and Spanish. Partners can find:
  - Social media copy and graphics
  - Drop-in articles and key messaging
  - The Medicaid.gov/renewals page to help families connect with their state Medicaid office.
Reaching Rural Populations

Alexa McKinley
Regulatory Affairs Manager
National Rural Health Association
NRHA is a national nonprofit membership organization with more than 21,000 members, made up of a diverse collection of individuals and organizations with the common goal of ensuring all rural communities have access to quality, affordable health care.

Our mission is to provide leadership on rural health issues.
What We Fight for on Behalf of Rural

• Investing in a Strong Rural Health Safety Net

• Reducing Rural Healthcare Workforce Shortages

• Addressing Rural Declining Life Expectancy and Inequality
Rural Context

• 46 million Americans live in rural areas.¹
  • 22% of rural population is children.²

• 64% of rural counties are persistent poverty counties compared to 14% of urban counties.³

• Rural counties have highest child poverty rates.⁴

³ https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5373918/
⁴ https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5373918/
Coverage in Rural America

• Rural residents more likely to be uninsured, less likely to have private or employer sponsored coverage
• Medicaid and CHIP cover about 45% of rural children
• Rural and urban children equally likely to be covered, but rural children more often covered by Medicaid/CHIP
  • 7% of rural children are uninsured vs. 6% of urban
• Uninsured rate in rural communities dropped in Medicaid expansion states
Medicaid Redeterminations

• All Medicaid and CHIP enrollees retained coverage throughout the COVID-19 public health emergency.⁴

• Now all enrollees are having their eligibility redetermined at the same time.⁵

• Rural residents may be more likely to be disenrolled for procedural reasons.⁶

• Children account for about 4 in 10 disenrollments.⁶

• Special considerations for reaching rural residents and children during this process.⁷

⁵ https://ccf.georgetown.edu/2023/08/17/medicaids-coverage-role-in-small-towns-and-rural-areas/
⁶ https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5373918/
⁷ https://ccf.georgetown.edu/2023/08/17/medicaids-coverage-role-in-small-towns-and-rural-areas/
Reaching Rural

• Connect with both providers and families.

• Distribute resources and meet people where they are at for more effective outreach in rural communities.
  • Paper/print resources
  • Radio
  • In the community
Reaching Rural Residents

• **Partnerships** with community organizations, leaders, etc. are key.
  • Who is a trusted voice in the community?

• **Leverage the school year** to reach parents, families.

• **Identify frequented locations** – pharmacies, grocery stores, libraries, events.

• Consider other underserved populations – non-English speakers, etc.
Resources

- RHlnhub – Communicating about the Medicaid/CHIP Continuous Enrollment Unwinding in Rural Areas.
- Georgetown Center for Children & Families.
- NRHA Policy Paper: Overview of Rural Child Health.
- AHIP Unwinding Toolkit (includes Spanish resources).
- Modern Medicaid Alliance Medicaid and Rural Health Toolkit.
- AMCHP Unwinding Fact Sheet.
- School Superintendents Association toolkit.
Reaching Diverse Populations in Rural Communities

Beverly Lofton
Division of Tribal Affairs
Centers for Medicare & Medicaid Services
• The Indian Health Service (IHS) has primary responsibility for providing health services to 2.6 million American Indians and Alaska Natives (AI/ANs) located on or near Indian reservations in some of the most rural and remote areas of the country.

• The IHS delivery system includes hospitals and health centers operated by IHS, Tribes and urban Indian organizations, referred to as ITUs.

• ITUs have authority to bill Medicaid and CHIP for services provided in its facilities to AI/ANs enrolled in Medicaid and CHIP and payments are used to supplement ITU programs to meet accreditation standards, to purchase equipment or to hire more staff; and when AI/ANs enroll in Medicaid and CHIP, they have greater access to services.

• AI/ANs continue to have the highest uninsured rates compared to other populations and outreach and enrollment of AI/ANs is a critical component of our work.
On March 30, 2023, CMS awarded over $5.9 million in funding to seven Tribal and urban Indian health programs in six states:

- All Nations Health Center, MT (urban)
- Chickasaw Nation, OK
- Choctaw Nation of Oklahoma, OK
- Denver Indian Health and Families Services, Inc, CO (urban)
- Fallon Paiute-Shoshone Tribe, NV
- Indian Health Board of Minneapolis, Inc, MN (urban)
- Indian Health Council, Inc, CA
AI/AN Specific Outreach Materials
Monthly drop-in “news ads” and Radio Clips

30 second radio clips using the same topic selected for drop-in “news shorts.”

Recorded in ten Native languages:
- Dine, Lakota, Ojibwe
- Yupik, Zuni, Cherokee,
- Salish, Tohono O’odham,
- Tlingit, and Inupiaq

August 2023
Available on YouTube
Customizable Flyers

Email tribalaffairs@cms.hhs.gov to order

Subject: Medicaid Enrollment Fact Sheet Customization Request
CMS AI/AN Website

go.cms.gov/AIAN

The Health Insurance Marketplace

- Find tips about the Marketplace and finding a plan that fits AI/AN needs
  - Introducing the ACA
  - What's covered?
  - For enrollment professionals

Medicaid and CHIP

- Learn about Children’s Health Insurance Program (CHIP) and Medicaid benefits, including special provisions for AI/AN people
  - Medicaid Basics (Fact Sheet, 673 KB)
  - Additional Resources

Medicare

- Discover AI/AN benefits under Medicare
  - Medicare Basics (Fact Sheet, 2.5 MB)
  - Medicare Savings Program (Brochure, 263 KB)
  - Additional Resources

Enrollment Assistance

- Find resources to help enrollment assistants explain health insurance to patients and sign them up for coverage.
New Public Service Announcements

Medicaid Keeps Kids Healthy

Coverage is Sweet
Medicaid helps kids stay healthy with check-ups, and dental care. Visit Medicaid.gov or call 1-800-318-2596 to see if your child qualifies.

Share This Month’s Ad
Horizontal (PDF, 1 MB)
Vertical (PDF, 721 KB)

Audio
English Lakota Navajo Ojibwe Yupik Zuni

Video
English Lakota Navajo Ojibwe Yupik Zuni

Brochures, Flyers, and Fact Sheets

• Essential Health Benefits for AI/ANs (PDF, 2.52MB)

What benefits do all plans cover and what falls under free preventive care?

Order Outreach and Education Resources

Newsletter – Covering Indian Country

Sign Up

Keep up with the latest ACA news and outreach tools.

See past issues of the newsletter.
How to Order Tribal Products

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

• Link to DTA Outreach and Education page, Newsletter, and PSAs: http://go.cms.gov/AIAN-OutreachEducationResources

• Link to Products Ordering page: http://productordering.cms.hhs.gov

• Link to Archived Outreach and Education Webinars: http://go.cms.gov/All-Tribes-Calls
For additional information:

DTA Website: go.cms.gov/AIAN

Questions: tribalaffairs@cms.hhs.gov
Connecting Kids to Coverage National Campaign

Helen Gaynor, MPH
Outreach Contractor, Connecting Kids to Coverage National Campaign
Porter Novelli Public Services, Inc.
The Connecting Kids to Coverage National Campaign reaches out to families with children and teens eligible for Medicaid and the Children’s Health Insurance Program (CHIP) to encourage enrollment and to raise awareness about the health coverage and specific benefits available under these programs.

The Campaign conducts annual initiatives tied to priority topics and key times of year:

- Oral Health
- Mental Health
- Vaccinations
- Missed Care
- Peace of Mind
- Youth Sports
- Year-Round Enrollment
- Back-to-School
- Rural Communities
- Multicultural Outreach
Current Campaign Priorities

- Focusing on **hard-to-reach populations** and continuing to develop resources in a **wide variety of languages**

- Encouraging beneficiaries to **update their contact info**, look out for their **renewal letter**, fill it out, and return it immediately to avoid potential coverage loss now that the continuous coverage requirement has been lifted

- Continuing to emphasize the importance of **vaccines**, including Flu and COVID-19, and showcasing the many benefits

- Underscoring that more parents—and other family members—may **qualify for Medicaid**, too

- Providing **resources to reach out to pregnant individuals** who may be eligible for Medicaid or CHIP
Initiatives: Rural Health

Medicaid and CHIP prioritize reaching families in rural areas of the country. It can be challenging for many Americans living in rural communities who are eligible to receive health coverage due to the many obstacles they may face. The Campaign works closely with partners and local organizations to reach and serve families in rural areas.

Resources

• Webinars
• Videos
• Social media graphics and copy
• Outreach Strategies
• Rural Communities Outreach Tips Toolkit
Initiatives: AI/AN Outreach in Rural Communities

The American Indian and Alaska Native (AI/AN) community has some of the highest rates of uninsurance in the United States, especially in rural areas. Access to coverage has increased over the years, but many remain uninsured. Outreach materials are available to enroll eligible AI/AN families to health coverage programs like Medicaid and CHIP.

Resources

- Infographics
- Flyers
- Bookmarks
- Brochures
- Social media graphics and copy
- Customized materials
- Email signature blocks
- AI/AN Fact Sheet and Customization Guide
InsureKidsNow.gov

The website for Campaign information and resources
Outreach Tool Library

Find all Campaign Materials in the Outreach Tool Library:

- Ready-to-print posters
- Palmcards
- Social media posts
- Text messages
- Videos
- PSAs
- Template newsletters
Customizable Resources

Many Campaign resources can be customized to include information specific to your community:

- Visit the Outreach Tool Library at www.InsureKidsNow.gov/outreach-tool-library/index.html to review the Customization Guide

- Email CMS Division of Multimedia Services (DMS) with customization requests and your organization’s information: MultimediaServices@CMS.hhs.gov
  - Grantees must include their project officers on the email
Keep in Touch

Interested in learning more about the Campaign and its resources?

• Email us: ConnectingKids@cms.hhs.gov

• Follow us on Twitter: @IKNGov

• eNewsletter sign up: “Campaign Notes”
Questions?