Thank you for attending today’s training. By doing so you are strengthening the ability of your community-based and patient-directed health center to deliver comprehensive, culturally competent, high-quality primary health care services.

Presented by:
Ted Henson, Director, Health Center Performance and Innovation, National Association of Community Health Centers (NACHC);
Joe Rivera, Eligibility and Enrollment Manager, Valley-Wide Health Systems (VWHS)

Live Broadcast Date/Time:
Monday, September 10, 2018
10:00–11:00AM Mountain Time / 11:00AM–12:00PM Central Time

Event Overview:
A rhetorical shift is taking place in the Outreach & Enrollment (O&E) sphere, which aims to show the breadth of services O&E personnel provide. This shift also aims to help show Community Health Center leadership the continued value of O&E work.

This webinar will present and review the Outreach & Enabling Services Infographic, which was developed in collaboration by the National Association of Community Health Centers (NACHC), the Community Health Association of the Mountain/Plains States (CHAMPS), the Community Health Association of the Dakotas (CHAD), and other state Primary Care Associations (PCAs). This tool focuses on the service categories of Outreach, Interpretation Translation, Eligibility Assistance, Health Education, Transportation, and Case Management. The webinar will also discuss ways to capture and maintain leadership support for O&E services with insights from a Community Health Center Eligibility and Enrollment Manager. In this portion of the webinar, the presenter will discuss and reflect on his success in highlighting the impact of O&E services to the CHC Board and Executive Leadership.

Learning Objectives:
Through this session, participants should be able to:
1. Describe a strategic approach for presenting to leadership about O&E and enabling services.
2. Highlight tools that can be used for self-reflection, narrative-building, and getting stakeholder buy-in.
3. Increase proficiency levels for implementing new tools and resources that support O&E activities.

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CHAMPS Description
Speaker Biography
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CHAMPS ARCHIVES
This event will be archived online. This online version will be posted within two weeks of the live event and will be available for at least one year from the live presentation date. For information about all CHAMPS archives, please visit www.CHAMPSonline.org/events-trainings/distance-learning.

DESCRIPTION OF CHAMPS
Community Health Association of Mountain/Plains States (CHAMPS) is a non-profit organization dedicated to supporting all Region VIII (CO, MT, ND, SD, UT, and WY) federally-funded Community, Migrant, and Homeless Health Centers so they can better serve our patients and communities. Currently, CHAMPS programs and services focus on education and training, collaboration and networking, workforce development, and the collection and dissemination of regional data. For more information about CHAMPS, and the benefits of CHAMPS Organizational Membership, please visit www.CHAMPSonline.org.

SPEAKER BIOGRAPHIES

Ted Henson is Director, Health Center Performance and Innovation, at the National Association of Community Health Centers. His current areas of focus are health center growth and development, Health Center Program compliance, and advising health centers on integrating enabling services into their operational work flow. Ted was previously a Director of a Robert Wood Johnson Foundation grant on outreach and enrollment at NACHC. Prior to NACHC, Ted worked as a consultant on Community Health Needs Assessments for a large hospital system in Rhode Island. Ted is also the co-founder of Street Sense, a nonprofit newspaper for the homeless in Washington, DC. Ted earned a Masters of Science from the Harvard School of Public Health.

Joe Rivera is the Eligibility and Enrollment Manager at Valley-Wide Health Systems in Pueblo, Colorado. He has 34-year’s experiences with the private and public insurance industry, including work in sales, services, claims, billing, and all aspects of eligibility for public programs. He has been with Valley-Wide Health systems for 25 years, 18 of which he has been the Eligibility Coordinator and Program Manager implementing outreach and enrollment.
Supporting O&E in Your CHC

Monday, September 10, 2018

Welcome to the Outreach & Enrollment Distance Learning Series

All lines are muted. Please use chat to ask questions.

Community Health Association of Mountain/Plains States (CHAMPS)

www.champsonline.org
Colorado Community Health Network (CCHN)

Presented by:

TED HENSON
Director; Health Center Performance And Innovation
National Association of Community Health Centers (NACHC)
thenson@nachc.org

JOE RIVERA
Eligibility and Enrollment Manager
Valley-Wide Health Systems (VWHS)
riveraj@vwhs.org
Audience Question

How many total people are watching this event at your computer, including yourself?

Audience Question

Does your health center’s senior leadership have a clear picture and fully support what O&E staff do and how you impact the organization overall?

1 – No Support
2 – Little Support
3 – Some Support
4 – Good Support
5 – Fully Support
Supporting O&E in Your CHC 09/10/18

America’s Voice for Community Health Care

The NACHC Mission
The National Association of Community Health Centers (NACHC) was founded in 1971 to promote the provision of high quality, comprehensive and affordable health care that is coordinated, culturally and linguistically competent, and community directed for all medically underserved populations.
How many Open Enrollment Periods have you worked as an assister at your health center?

0 – This is my first Open Enrollment Period!
1
2
3
4
5 – I’m a true O&E veteran.
5+ – I’ve been doing this since CHIPRA.

Rethinking O&E

Ted Henson
Director, Health Center Performance & Innovation
National Association of Community Health Centers
2013: Post-ACA Passage
- Supplemental Funding Awards to FQHCs
- $60m+ CMS Navigator Grants
- Expanded Medicaid
- State, Federal Marketplaces

Current Landscape
- Health center base grant funding
- $13m Navigator Grants
- Less SBMs
- Different plan options
- Political Opposition

Outreach and....
Enabling Services Workforce (UDS)

1. Case Managers
2. Patient/Community Education Specialists
3. Outreach Workers
4. Transportation Staff
5. Eligibility Assistance Workers
6. Interpretation Staff
7. Community Health Workers

2016 UDS National Data:
Staffing & Utilization (Enabling Services Staff)

<table>
<thead>
<tr>
<th>Staff</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016 FTEs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case Managers</td>
<td>7,622</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Patient/Community Education</td>
<td>2,588</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Specialists</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outreach Workers</td>
<td>2,646</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transportation Staff</td>
<td>665</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eligibility Assistance Workers</td>
<td>4,535</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2012</td>
<td>2,419</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>3,185</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>4,587</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>4,640</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interpretation Staff</td>
<td>1,062</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community Health Workers</td>
<td>879</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Enabling Services</td>
<td>500</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Enabling Services</td>
<td>13,143</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>14,716</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>17,250</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>18,859</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>20,497</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Resources
Enabling services are non-clinical services that increase access to health care and improve health outcomes for patients and communities. Enabling services at community health centers (CHCs) include translation, language interpretation, and social work. They can also include navigation, social work, case management, transportation, and more. Enabling services can improve the health of patients and communities in a number of ways. They can increase access to preventive health services, reduce costs through the reduction of ED visits and emergency department visits, and improve patient satisfaction.

In this month’s Issue Brief, we take a look at the role of the enrollment assister at community health centers. This position is critical to the success of health centers and to the overall health of the community. The enrollment assister is responsible for enrolling new patients into the center and ensuring that they have the necessary information to make informed decisions about their health. This includes providing information about the center, the services they offer, and how to access them. They also provide support to existing patients, helping them navigate the healthcare system and ensuring that they have the resources they need to manage their health.

This month’s Issue Brief features Michigan PCA, 3 Health Centers, MHP Salud, and describes how cross-training CACs as CHWs defines shared, sub-roles and describes the impact on health outcomes.
Outreach and Enrollment Case Study: Mountain Comprehensive Health Corporation

<table>
<thead>
<tr>
<th>Health Center</th>
<th>Mountain Comprehensive Health Corporation (MCHC), Whitesburg, KY</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013 Patients Served</td>
<td>25,999</td>
</tr>
<tr>
<td>Uninsured Patients</td>
<td>3,959</td>
</tr>
<tr>
<td>Total Sites</td>
<td>21 rural clinics, including 19 school-based clinics</td>
</tr>
<tr>
<td>Medicaid</td>
<td>7,989</td>
</tr>
<tr>
<td>Medicare</td>
<td>5,491</td>
</tr>
<tr>
<td>Private Insurance</td>
<td>8,260</td>
</tr>
<tr>
<td>Self-Pay/Uninsured</td>
<td>3,959</td>
</tr>
<tr>
<td>Total Revenues</td>
<td>$16,962,438</td>
</tr>
</tbody>
</table>

Table 1: Key Metrics for MCHC

<table>
<thead>
<tr>
<th>Data Point</th>
<th>2013</th>
<th>2014</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Patients</td>
<td>25,999</td>
<td>27,082</td>
<td>5%</td>
</tr>
<tr>
<td>Total Uninsured Patients</td>
<td>3,959</td>
<td>1,744</td>
<td>56%</td>
</tr>
<tr>
<td>Payer Mix:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Medicaid</td>
<td>7,989</td>
<td>11,446</td>
<td>43%</td>
</tr>
<tr>
<td>Medicare</td>
<td>5,491</td>
<td>5,661</td>
<td>3%</td>
</tr>
<tr>
<td>Private Insurance</td>
<td>8,260</td>
<td>8,231</td>
<td>-4%</td>
</tr>
<tr>
<td>Self-Pay/Uninsured</td>
<td>3,959</td>
<td>1,744</td>
<td>-56%</td>
</tr>
<tr>
<td>Total Revenues</td>
<td>$16,962,438</td>
<td>$16,962,438</td>
<td>10%</td>
</tr>
<tr>
<td>Total Uncompensated Care as a Percent of Net Service Revenue</td>
<td>17%</td>
<td>14%</td>
<td>-3%</td>
</tr>
<tr>
<td>Total FTE Staff</td>
<td>193.81</td>
<td>223.80</td>
<td>13%</td>
</tr>
<tr>
<td>Total # of Staff Dedicated Solely to Providing Enrollment Assistance</td>
<td>3.28</td>
<td>6.68</td>
<td>151%</td>
</tr>
<tr>
<td>Total # of Trained Enrollment Assistors</td>
<td>27</td>
<td>27</td>
<td>0%</td>
</tr>
<tr>
<td>Total # of Insurance Enrollment Assistants</td>
<td>3,177</td>
<td>7,889</td>
<td>150%</td>
</tr>
<tr>
<td>Total # of Applications Completed</td>
<td>2,541</td>
<td>5,254</td>
<td>105%</td>
</tr>
</tbody>
</table>

Contact:
Ted Henson,
Director, Health Center Performance & Innovation
National Association of Community Health Centers
thenson@nachc.org

http://www.nachc.org/health-center-issues/outreach-and-enrollment/information-and-resources/
VALLEY-WIDE HEALTH SYSTEMS

ALAMOSA, CO

- One of the largest rural Community Health Centers in the Country.
- 12 rural counties in Southern and Southeast Colorado.
- Received O&E funding in July 2013.
- Executive Leadership and Board Reporting since OE1.

Audience Question:
Have you Provided O&E updates to your Board of Directors or Executive Leadership in the last 12 months?

- Yes
- No
Building Support Through Updates – Why?

- Updates from other departments are provided to your Leadership and Board throughout the year.
- O&E has an impact on all aspects of Health Center operations.
- Board and Executive Leadership periodically change so updates are needed regularly.
- Not all in Leadership may have a clear picture of what O&E staff do and how they impact your organization.
- How do O&E staff impact your patients and contribute to your mission.

Outreach and Enrollment Updates 2018

- Summary of Outreach and Enrollment Activities:
  - BPHC Expectations for O&E
  - Open Enrollment #5
  - Total Enrollment-Last 12 Months
  - Staffing
  - Legislative Updates
  - Challenges and Successes
Ongoing O&E Activities and Best Practices

- Conduct in-reach to uninsured health center patients
- Conduct outreach in the health centers service area and providing enrollment assistance
- One-on-one education sessions about the ACA
- Assisting individuals with requesting a special enrollment period
- Assisting newly insured with understanding and utilizing their insurance
- Maintaining a sufficient and competent assister workforce

Source: HRSA Health Center Outreach and Enrollment Assistance FAQ

Open Enrollment 5 Nov. 1 – Jan. 12, 2018

- Staffing:
  - Six staff certified to assist with Marketplace enrollments.
  - Additional staff (Case Managers, Eligibility) assist with Medicaid Expansion enrollments.
  - Turnover: Hired O&E Specialists last June and in April.

Enrollment Totals:
- Marketplace Enrollments: 146 lives covered, both new and renewal. This is down from 171 during last open enrollment.
- Medicaid and CHP+ Enrollments: 214 lives covered.
Total Enrollments April 1st 2017 through March 31st 2018.

- Total Enrollments:
  - Total Marketplace Enrollments: 180
  - Total CHP+ and Medicaid Enrollments: 992

- Sliding Scale Enrollments: 6,980

Sliding scale programs assist many Valley-Wide patients with health insurance plans with cost sharing when deductibles or co-insurance amounts are applied to covered services.

Outreach Activities

- Within Our Communities: Promotion of ACA programs, Health Center financial programs and Valley-Wide as Provider of Choice.
  - Farmers Markets
  - School Registration Events
  - Crestone Town Hall
  - Community Agencies
  - Community Festivals
  - Health Fairs
  - Local Merchants

In-Reach and Retention: Reaching out to VW patients who lose Medicaid or Private insurance.
Legislative and Program Updates

- **Federal Level:**
  - **Individual Mandate:** With tax reform legislation this year, the penalty for not having insurance zeroes out starting in 2019.
    - What does this mean for our O&E project?
      - More important than ever to provide information, awareness, and enrollment assistance.

- **State Level Initiatives:**
  - HB 1392 Allows Colorado to seek a waiver to establish a re-insurance fund to cover cost of high claims and bring down premiums.

- **Connect for Health Colorado:**
  - State based marketplace is working on simplifying the enrollment process which is in the design stages.
  - Valley-Wide staff will have input on the design of the new web application.

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Successes and Challenges

- There is a continual customer need for assistance in navigating web based applications in order to obtain tax credits for Health insurance during and outside of open enrollment.

- **Patient Story:**

- **Challenges Remain:**
  - Open Enrollment #6 focus will continue to be on the benefits of having health insurance despite changes to ACA rules.
Contact

Joe Rivera,
Eligibility and Enrollment Manager
Valley-Wide Health Systems

riveraj@vwhs.org

Questions?
Type any questions into the chat box at the bottom of the screen.
THANK YOU!

Please fill out the event evaluation here:
https://www.surveymonkey.com/r/OEDL2-SupportingOE

2018 O&E Distance Learning Series: Upcoming Events

• Visit the CHAMPS Distance Learning Page for more information
• Preparing for Open Enrollment 6 – Monday, September 24, 2018
RELATED RESOURCES:

- Outreach & Enabling Services Impact Graphic
- HRSA Health Center Ongoing Outreach and Enrollment (O/E) Assistance Frequently Asked Questions (FAQs)