



[Outreach and Enrollment Distance Learning Series]



School-Based Outreach: A Recipe for Success

July 9, 2015

Welcome to the Outreach and Enrollment Webcast Series

All lines are muted. Please use chat to ask a question to the chairperson.

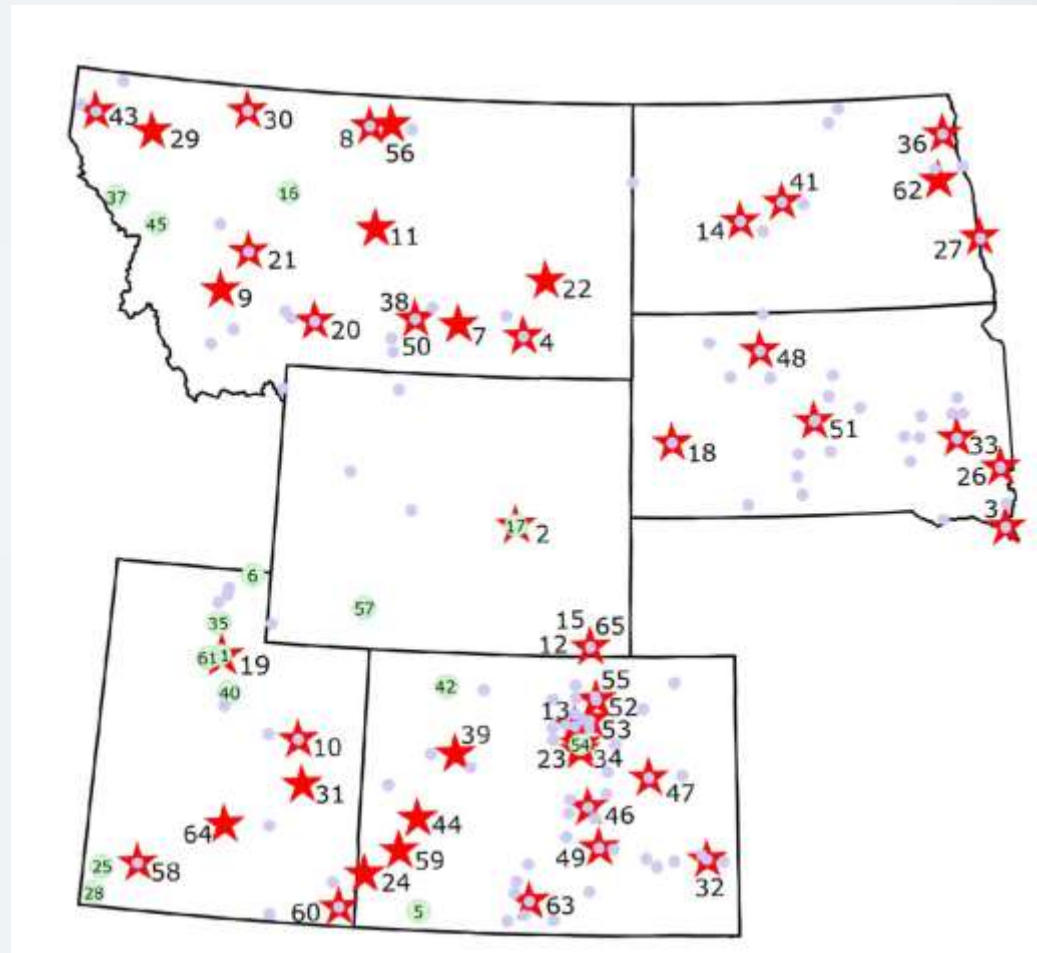
2015 Outreach and Enrollment Distance Learning Series: Upcoming Events

- Visit the CHAMPS Distance Learning Page for more information
 - Taxes and Consumer Education—August 13, 2015
 - Motivating Consumers to Enroll in Coverage—September 10, 2015
 - Communication Strategies for OE3—October 8, 2015

Community Health Association of Mountain/Plains States (**CHAMPS**)



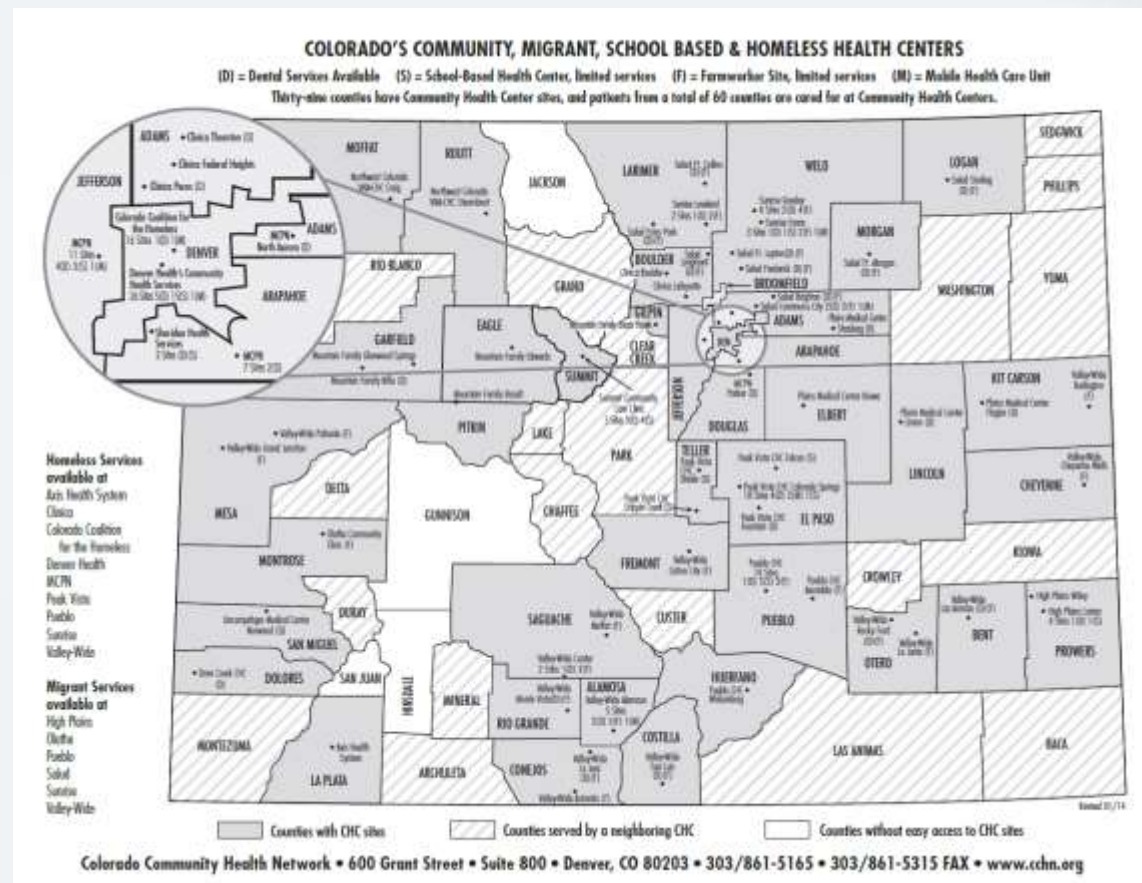
www.champsonline.org



Colorado Community Health Network (CCHN)



www.cchn.org



Presented by:

LIZ TANSEY

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Colorado Covering Kids and Families

Colorado Covering Kids and Families





Colorado Covering Kids and Families

Things to consider

- How can you utilize the SBHC to increase enrollments?
- What are the schools and school districts in your area?
- What steps would you take to create a similar partnership?
- What questions do you have for Denver Health and Denver Public Schools?

Presented by:

AUDREY HOENER

Director of Outreach Services, Denver Health

Audrey.Hoener@dhha.org

School-based Outreach and Enrollment

Audrey Hoener
Director of Outreach Services
Denver Health



Who is Denver Health?

Denver's Safety Net, an Innovative Health Care System

- Denver Health Medical Center (Hospital), 8 Community Health Centers, 16 School-Based Health Centers
 - Denver Public Health



Denver School-Based Health Centers

- 16 SBHC including 3 Regional SBHCs
 - Denver Public Schools (DPS)
 - Staff
 - Services/Programs Offered
 - Medical, MH, Dental, Health Ed, and Outreach



Why have outreach?



Why a SBHC Outreach Program

2004-05 School Year

- 23% of charges were recovered
- 47% of children were identified as uninsured



Creation of the SBHC Outreach Program



- School District's need and acceptance
 - DH and DPS MOU
- Partnership with DPS Medicaid Department
 - Duplication
 - School events

Creation of the SBHC Outreach Program



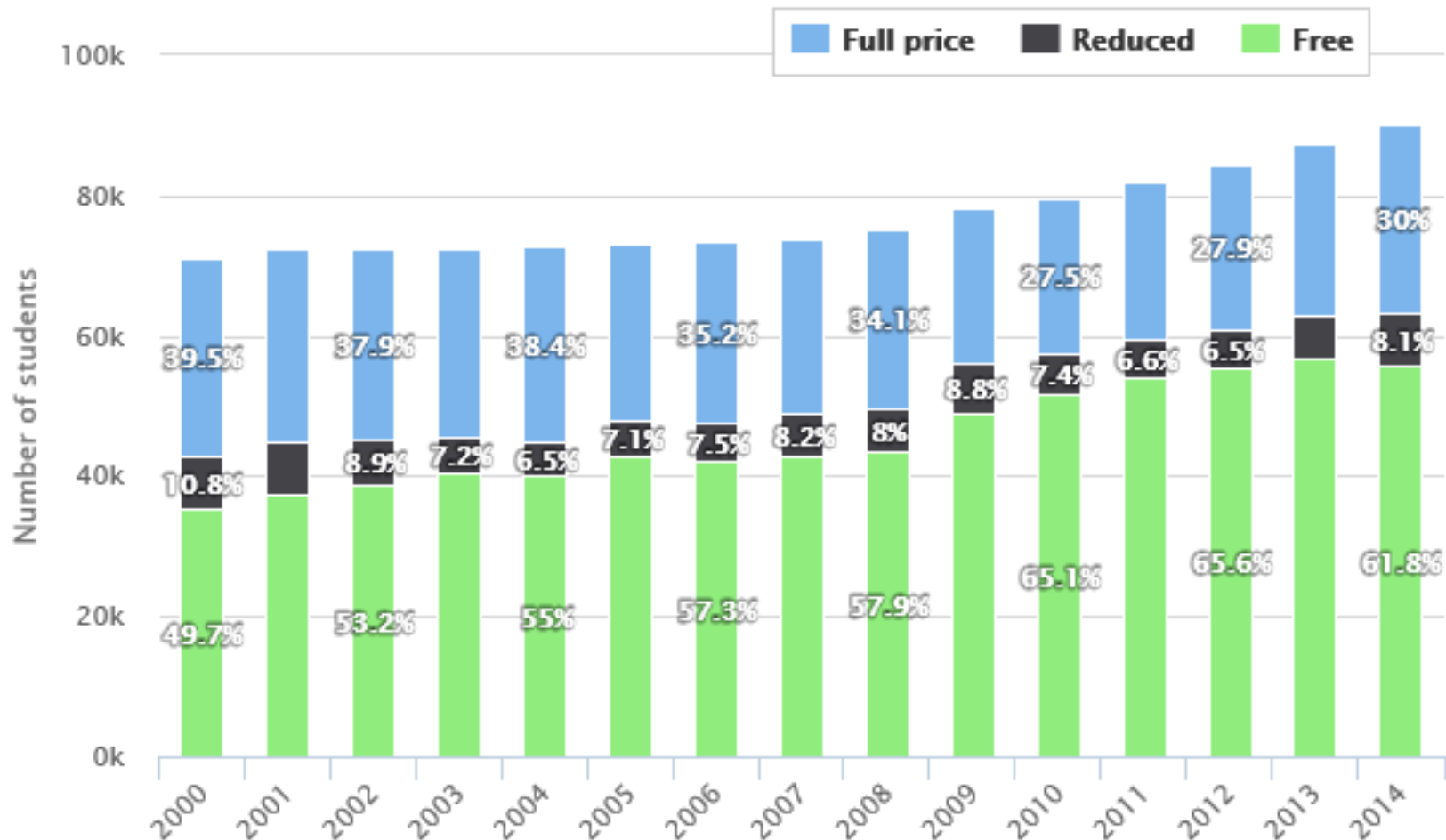
© 2012 Denver Health

- Partnership with the school
 - Space
 - Security
 - Champions
- Salary and Fringe
 - Outreach Worker, Enrollment Specialist
 - Technical (WiFi/Computers/Copiers)
 - Processing Applications

***Salary and Fringe tends to be the highest cost*

The Need in Denver Public Schools

Free and reduced-price lunch eligibility in Denver Public Schools



Benefits of Reducing Uninsured Children



© 2012 Denver Health

- Sustainability of SBHCs
- Cost to Denver Health
 - Improved charge recovery
- Improved utilization of resources
- Decreased delay in primary care
- Improved access to specialist care
- Improved access for other family members
- Enhanced resources (meds, supplies, therapy)
- Better care and better outcomes

The SBHC Outreach Model

- Uninsured patients/students identified daily
- Urgent or specialty referrals
- SBHC consent – insurance information
- School registration
- Parent nights, PTA, and activities at school
- School Nurse, social worker, and other school staff



The SBHC Outreach Model

- Each clinic has an Outreach worker assigned
- Outreach in the same community
- Outreach workers contact and meet with families prior to enrollments
- Enrollment specialists come to clinics for enrollment events
- Enrollment events schedules are consistent each month

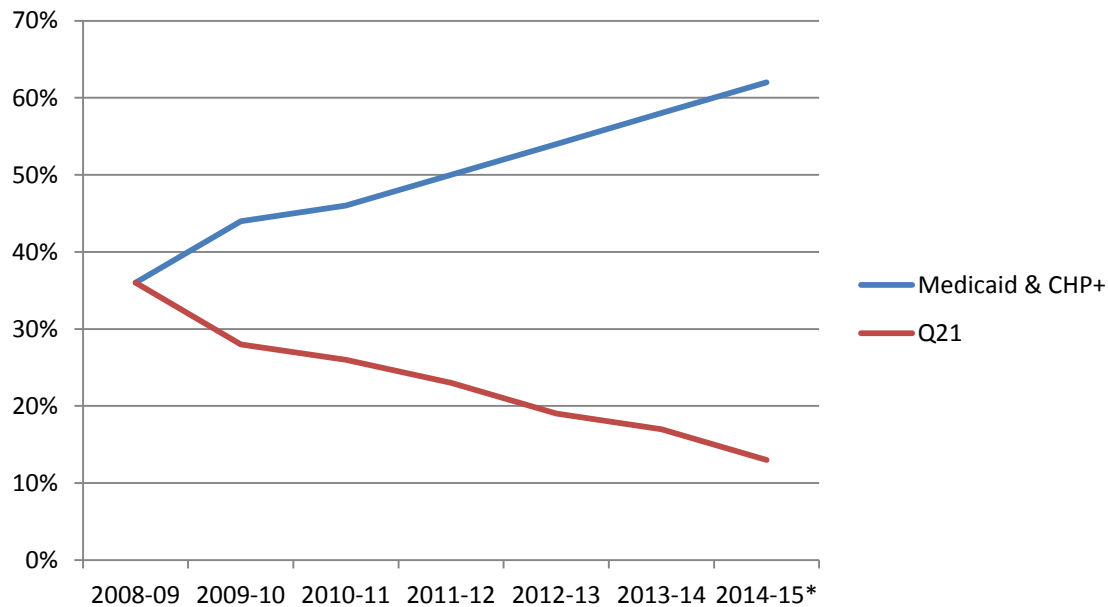


What have we learned?

- Cost and ROI
- Space
- Connectivity
- Qualified candidates
- Health insurance application requirements
- Demand
- Be patient
- Identify outreach worker capacity
- Data collection
- Consistency



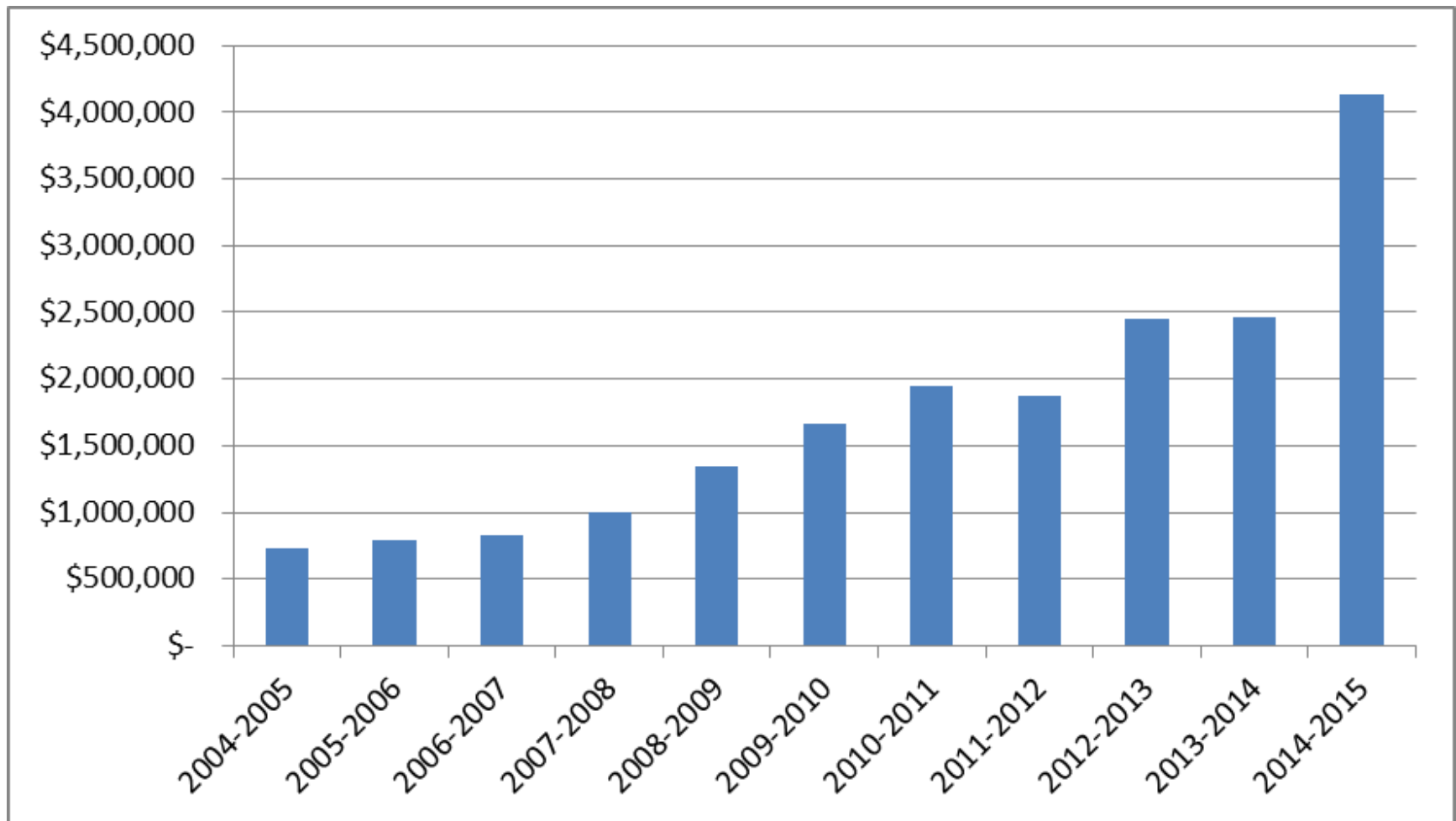
Impact



	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15*
Medicaid & CHP+	36%	44%	46%	50%	54%	58%	62%
No Insurance	36%	28%	26%	23%	19%	17%	13%

*2014-15 data through end of April

SBHC Recovered Charges



Outreach and Enrollment strengthens SBHC models and patient care.



Contact Information



Level One Care For ALL

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Presented by:

ROB HENDERSHOT

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Discover a World of Opportunity™

Medicaid Department Outreach & Enrollment Program

Welcome

Agenda

- Who We Are
- Outreach (Strategies, Events, Campaigns)
- Connecting with Families
- Beyond Outreach and Enrollment
- Key Factor for Success: Collaboration
- Internal Initiatives
- Partnering with a School District

Who We Are

- School Medicaid
- Certified Application Assistance Site (CAAS)
- 6 O&E Specialists
- 1 O&E Coordinator
- Located throughout Denver Public Schools
 - Central office
 - Outstationed at several school sites

Outreach Strategies

- Culturally relevant materials
- Understanding our families
- Language barriers
- Transportation barriers
- Customer service
- Reliable and accountable

Outreach Events

- Intensified outreach activities
 - School events: carnivals, parent-teacher conference, coffee with the principal, festivals, BBQs, field days
 - Educa Radio Show
 - American Diabetes Association Radio
 - Educa Newspaper
 - Head Start meetings
 - Parent Leadership organization events
 - DPS Student Services Resource Fair

Outreach Campaign

- Back-to-School Campaign Phase I and II
- Registration Day
- Spread the Health Campaign
- Culture and Diversity Events
- Free and Reduced Lunch letter

Connecting with Families

- Letters
- Flyers
- Postcards
- E-mails
- Robocalls
- Text messages
- Promo items
- School staff: secretaries, nurses, parent liaisons, psychologists, social workers and principals



Denver Public Schools / MEDICAID DEPARTMENT

Makes it easier to get free or low-cost health insurance:

- ✓ Medicaid for children and families
- ✓ Medicaid for adults without dependent children
- ✓ Child Health Plan Plus (CHP+)

What are the services provided by Denver Public Schools / Medicaid Department:

- ✓ Help families with application and re-enrollment process
- ✓ Help families to access benefits
- ✓ Provide families with information and referrals to other community programs and resources

**Enrollment Session at Castro
Elementary**

When: May 27th (Wednesday)

Time: 9:00 a.m.— 2:00 p.m.

For more information call: 720-423-3661

outreach@dpsk12.org





Escuelas Públicas de Denver / Departamento de MEDICAID

Hace muy fácil obtener seguro de salud gratis o a bajo costo:

- ✓ Medicaid para niños y familias
- ✓ Medicaid para adultos sin niños a cargo
- ✓ Plan de Salud Plus (CHP+)

Los servicios que provee el Departamento de Medicaid de las Escuelas Publicas de Denver:

- ✓ Ayuda a las familias con la aplicación y con el proceso de renovación
- ✓ Ayuda a las familias a acceder a beneficios de salud
- ✓ Provee a las familias de información y recomienda otros servicios en la comunidad, otros programas y recursos.

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Student Services – Medicaid Department
1860 Lincoln St, 9th Floor
Denver, Colorado 80203
720-423-3661

Dear Parent / Guardian,

Good news: You Can Get Free or Low- Cost Health Insurance for your Children!

Why am I receiving this letter?

Because your children are eligible for free or reduced lunch, your family may qualify for free or low-cost health insurance for your children. Call our Denver Public Schools / Medicaid department for more information; our **NEW** phone number is 720-423-3661.

What is Medicaid and CHP+?

Medicaid and CHP + are public health insurance that provide **health coverage with low or no cost to you**. It covers services such as check-ups, hospital stays, medications, eye exams and glasses, mental health, substance abuse treatment and some dental care. There is no waiting list!

Take the first step in enrolling in free or low-cost health insurance today!

- Call Denver Public Schools / Medicaid Department at 720-423-3661.
- We are available to assist you from Monday to Friday, 8 am – 4:30 pm
- Schedule a one-on-one appointment today! Appointments are available at your neighborhood school.
- You can apply **YEAR-ROUND**.

Please note: other members in the household may also be eligible for free or low-cost health insurance.

If you have any questions about your Medicaid, renewal or utilizing your benefits, please contact our DPS Medicaid Department at our NEW phone number **720-423-3661** or e-mail us at Medicaid@dpsk12.org.

Have a wonderful summer.

Kindly,

Denver Public Schools / Medicaid Staff

We help families get free or low-cost health insurance:

- ✓ Medicaid for children and families
- ✓ Medicaid for adults without dependent children
- ✓ Child Health Plan Plus (CHP+)

You can apply any time of the year!

We also help with re-enrollment and using your benefits!

720.423.3661

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Ayudamos a que las familias consigan un seguro médico gratis o a bajo costo:

- ✓ Medicaid para niños y familias
- ✓ Medicaid para adultos sin niños dependientes
- ✓ Programa Child Health Plan Plus (CHP+)

Pueden solicitarlo en cualquier momento del año

También brindamos ayuda para volver a inscribirse y usar los beneficios

720.423.3661

outreach@dpsk12.org



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Beyond Outreach and Enrollment



- Lifecycle of an application
 - Phone screening, one-on-one appointment, case management, renewal
- Case management
- Tracking our services - Access Intake Database

Key Factor for Success: Collaboration



External

- Denver Health – Enrollment Van
- Denver Health School-Based Health Centers
- CKF : DOP, Agency Partner Workgroup, Health Policy Workgroup, Quarterly Coalition meetings
- Denver County Department of Human Svcs
- SNAP! Into Health (DHS food assistance)
- Healthy Communities (EPSDT)
- Kaiser Permanente
- HCPF (State Medicaid agency)
- Denver Indian Health
- Focus Points
- TOPS Dental
- Denver Options
- The Colorado African Organization
- Social Security
- Concerned Citizens for Healthcare

Internal

- DPS Food and Nutrition Services
- Nursing
- Office of Social Emotional Learning (School Psychology and Social Work)
- Special Education
- Transition Team (18-21)
- Multicultural Office
- Communications
- Human Resources
- Total Awards Program
- Office of Family and Community Engagement
- Early Education Department
- Child Find

Internal Initiatives

- DPS Food and Nutrition Services
 - FRM data

- School registration form and Infinite Campus
 - Health insurance questionnaire
 - 1) Private insurance
 - 2) CHP+
 - 3) Medicaid
 - 4) Discount program
 - 5) None

Partnering with a School District



Recognizing advantages and benefits for each

- School district has access to students/families
- School district has the trust of the family
- Community-based orgs may offer elevated services
- Therefore, school district refers family

HIPAA! FERPA! OH MY!

Thank You!!!

- Rob Hendershot, Supervisor DPS Medicaid Dept
 - Rob_hendershot@dpsk12.org 720.423.8239
- Leticia Rezende, Coordinator O&E Program
 - Leticia_rezende@dpsk12.org 720.423.8238
- outreach@dpsk12.org

Denver Public Schools Medicaid Department
Emily Griffith Campus
1860 Lincoln St, 9th Floor
Denver, CO 80204



Colorado Covering Kids and Families

What do I do if...





Colorado Covering Kids and Families

What do I do if my state does not have expanded Medicaid?

State	CHIP FPL	Medicaid FPL
South Dakota	209%	52%
Utah	200%	45%
Wyoming	205%	57%

Source: Kaiser Family Foundation



Colorado Covering Kids and Families

What do I do if I work in a rural area without a dedicated school district?



Colorado Covering Kids and Families

What do I do if my CHC is in an area with multiple CHCs?



Colorado Covering Kids and Families

Key Takeaways and Tips for Incorporating What You Learned

- Utilizing the SBHC for enrollments
- Contacting your local school district
 - Who to reach out to
 - Aligning goals
- Your takeaways

QUESTIONS?

Type all questions into the chat box on the left side of the screen.