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
Outreach and Enrollment Coordinator, Covering Kids and Families (CKF), Colorado Community Health Network (CCHN)
ltansey@cchn.org
Colorado Covering Kids and Families

CKF Coalition

Community Health Centers

Community Based Organizations
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

• 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

Number of students

- Full price
- Reduced
- Free

Year | Full price | Reduced | Free |
--- | --- | --- | --- |
2000 | 39.5% | 8.9% | 53.2% |
2001 | 37.9% | 8.3% | 54.3% |
2002 | 38.4% | 7.2% | 54.4% |
2003 | 35.2% | 6.5% | 58.3% |
2004 | 34.1% | 7.1% | 58.9% |
2005 | 8.8% | 7.5% | 81.7% |
2006 | 8.2% | 8% | 83.8% |
2007 | 8% | 8.8% | 83.2% |
2008 | 7.4% | 8.9% | 83.6% |
2009 | 6.6% | 8.2% | 85% |
2010 | 6.5% | 8.4% | 84.9% |
2011 | 65.6% | 65.6% | 65.6% |
2012 | 65.6% | 65.6% | 65.6% |
2013 | 61.8% | 61.8% | 61.8% |
2014 | 30% | 8.1% | 61.8% |
Benefits of Reducing Uninsured Children

• 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

<table>
<thead>
<tr>
<th>Year</th>
<th>Medicaid &amp; CHP+</th>
<th>No Insurance</th>
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<tbody>
<tr>
<td>2008-09</td>
<td>36%</td>
<td>36%</td>
</tr>
<tr>
<td>2009-10</td>
<td>44%</td>
<td>28%</td>
</tr>
<tr>
<td>2010-11</td>
<td>46%</td>
<td>26%</td>
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<tr>
<td>2011-12</td>
<td>50%</td>
<td>23%</td>
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<tr>
<td>2012-13</td>
<td>54%</td>
<td>19%</td>
</tr>
<tr>
<td>2013-14</td>
<td>58%</td>
<td>17%</td>
</tr>
<tr>
<td>2014-15*</td>
<td>62%</td>
<td>13%</td>
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*2014-15 data through end of April
SBHC Recovered Charges
Outreach and Enrollment strengthens SBHC models and patient care.
Audrey Hoener
Director of Outreach Services
Denver Health
Audrey.Hoener@dhha.org
(303) 602-8969
Presented by:

**ROB HENDERSHOT**
Supervisor, Denver Public Schools Medicaid Department

rob_hendershot@dpsk12.org
Medicaid Department Outreach & Enrollment Program
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 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.

Enrollment Session at Castro Elementary

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Time: 9:00 a.m.—2:00 p.m.
For more information call: 720-423-3661

outreach@dpsk12.org
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
outreach@dpsk12.org
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
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

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<tr>
<th>External</th>
<th>Internal</th>
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<tbody>
<tr>
<td>Denver Health – Enrollment Van</td>
<td>DPS Food and Nutrition Services</td>
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<tr>
<td>Denver Health School-Based Health Centers</td>
<td>Nursing</td>
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<tr>
<td>CKF : DOP, Agency Partner Workgroup, Health Policy Workgroup, Quarterly</td>
<td>Office of Social Emotional Learning (School Psychology and Social Work)</td>
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<td>Coalition meetings</td>
<td>Special Education</td>
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<td>Denver County Department of Human Svcs</td>
<td>Transition Team (18-21)</td>
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<td>SNAP! Into Health (DHS food assistance)</td>
<td>Multicultural Office</td>
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<td>Healthy Communities (EPSDT)</td>
<td>Communications</td>
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<tr>
<td>Kaiser Permanente</td>
<td>Human Resources</td>
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<td>HCPF (State Medicaid agency)</td>
<td>Total Awards Program</td>
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<td>Denver Indian Health</td>
<td>Office of Family and Community Engagement</td>
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<td>Focus Points</td>
<td>Early Education Department</td>
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<td>TOPS Dental</td>
<td>Child Find</td>
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<td>Denver Options</td>
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<tr>
<td>The Colorado African Organization</td>
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<td>Social Security</td>
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<td>Concerned Citizens for Healthcare</td>
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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
What do I do if…
What do I do if my state does not have expanded Medicaid?

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<thead>
<tr>
<th>State</th>
<th>CHIP FPL</th>
<th>Medicaid FPL</th>
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<tbody>
<tr>
<td>South Dakota</td>
<td>209%</td>
<td>52%</td>
</tr>
<tr>
<td>Utah</td>
<td>200%</td>
<td>45%</td>
</tr>
<tr>
<td>Wyoming</td>
<td>205%</td>
<td>57%</td>
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Source: Kaiser Family Foundation
What do I do if I work in a rural area without a dedicated school district?
What do I do if my CHC is in an area with multiple CHCs?
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.