



[Outreach and Enrollment Distance Learning Series]



Integrating Outreach and Enrollment into the CHC Workflow

May 14, 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

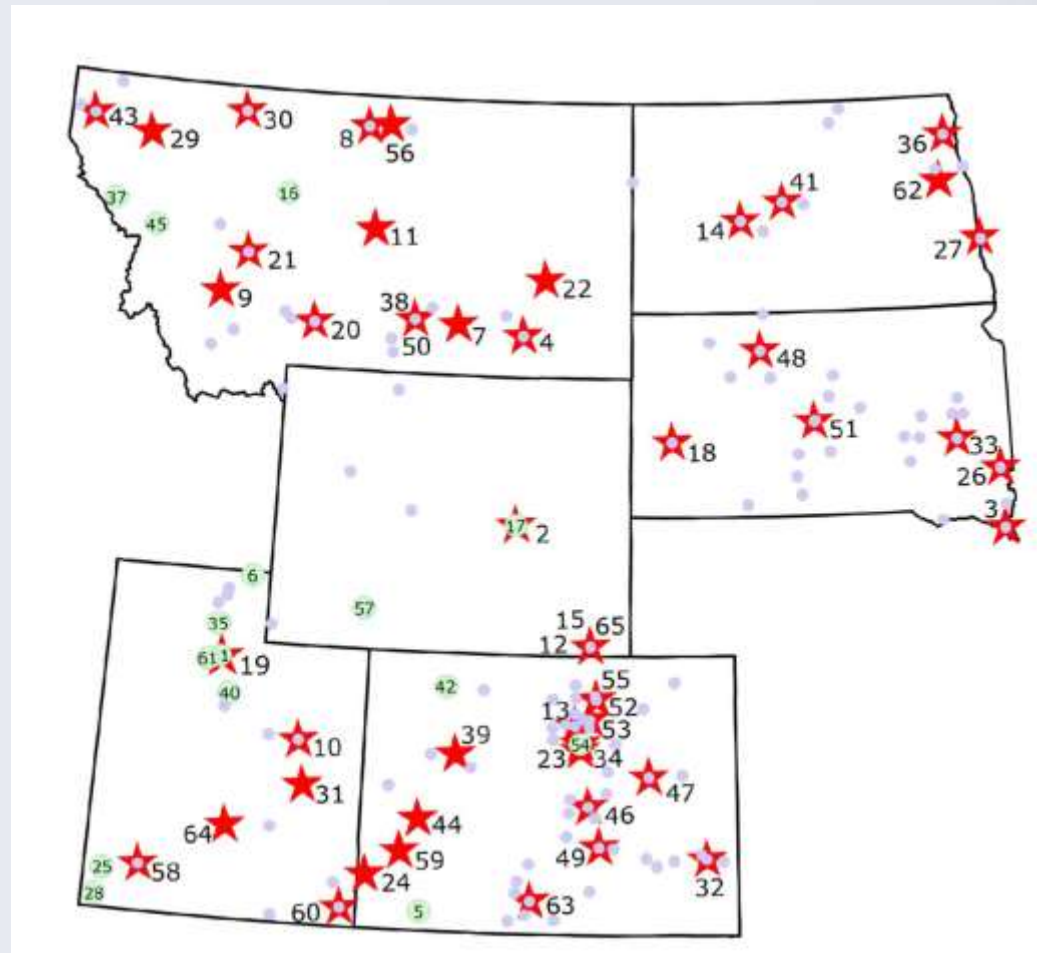
- Visit the CHAMPS Distance Learning Page for more information
 - Building Effective Community Partnerships—June 18, 2015
 - School-Based Outreach: A Recipe for Success—July 9, 2015
 - Taxes and Consumer Education—August 13, 2015
 - Motivating Consumers to Enroll in Coverage—September 10, 2015
 - Communication Strategies for OE3—October 8, 2015

<http://www.champsonline.org/Events/DistanceLearning.html>

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



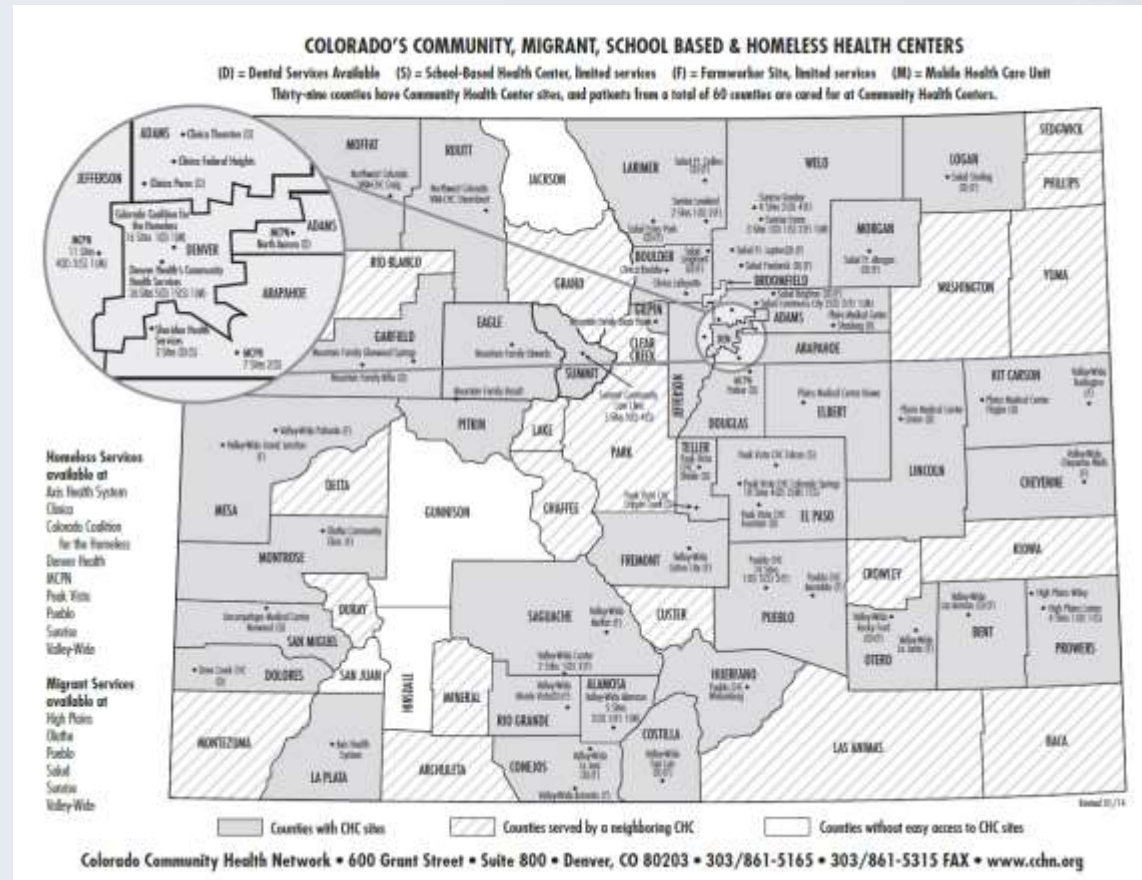
www.champsonline.org



Colorado Community Health Network (CCHN)



www.cchn.org



Presented by:

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Health Center Engagement with Outreach and Enrollment

Sitora Rashidova

CHC Outreach and Enrollment Coordinator

Colorado Covering Kids and Families

Colorado Community Health Network



Colorado Covering Kids and Families





Colorado Covering Kids and Families

Presentation Overview

- Engage
 - The entire health center
 - Leadership
 - The patient
- Align with Other Health Center Services
- Overcome Hurdles
- Encourage Coverage Retention



Colorado Covering Kids and Families

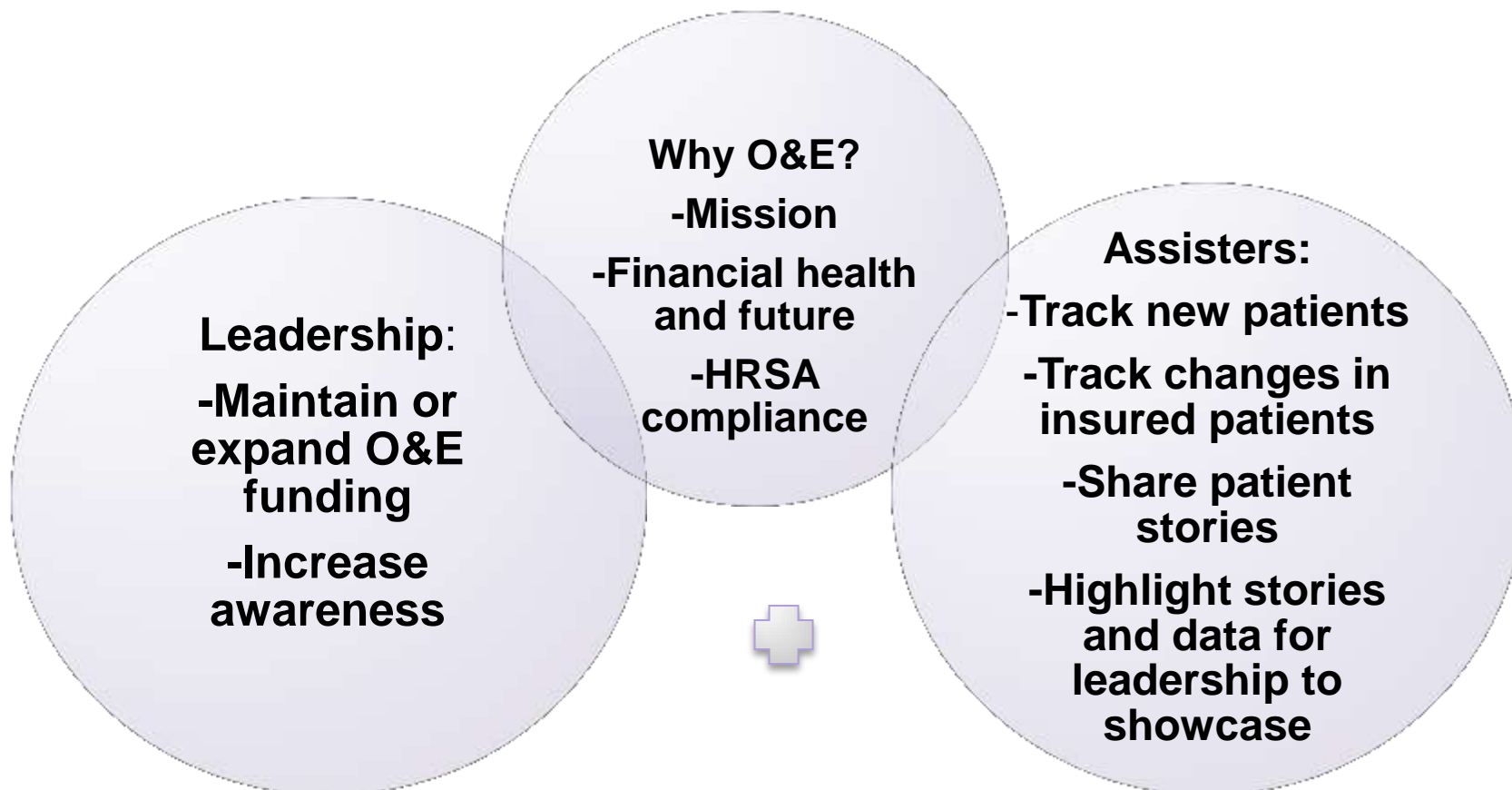
Engaging Your Health Center

- Providers
 - Dental and vision
 - Pharmacy
 - Human resources
 - Billing
 - Fiscal/finance
 - Operations
 - Leadership
 - Board
- Basic training on coverage options
 - How to refer to an assister
 - Assister's role within the health center
 - Importance of O&E



Colorado Covering Kids and Families

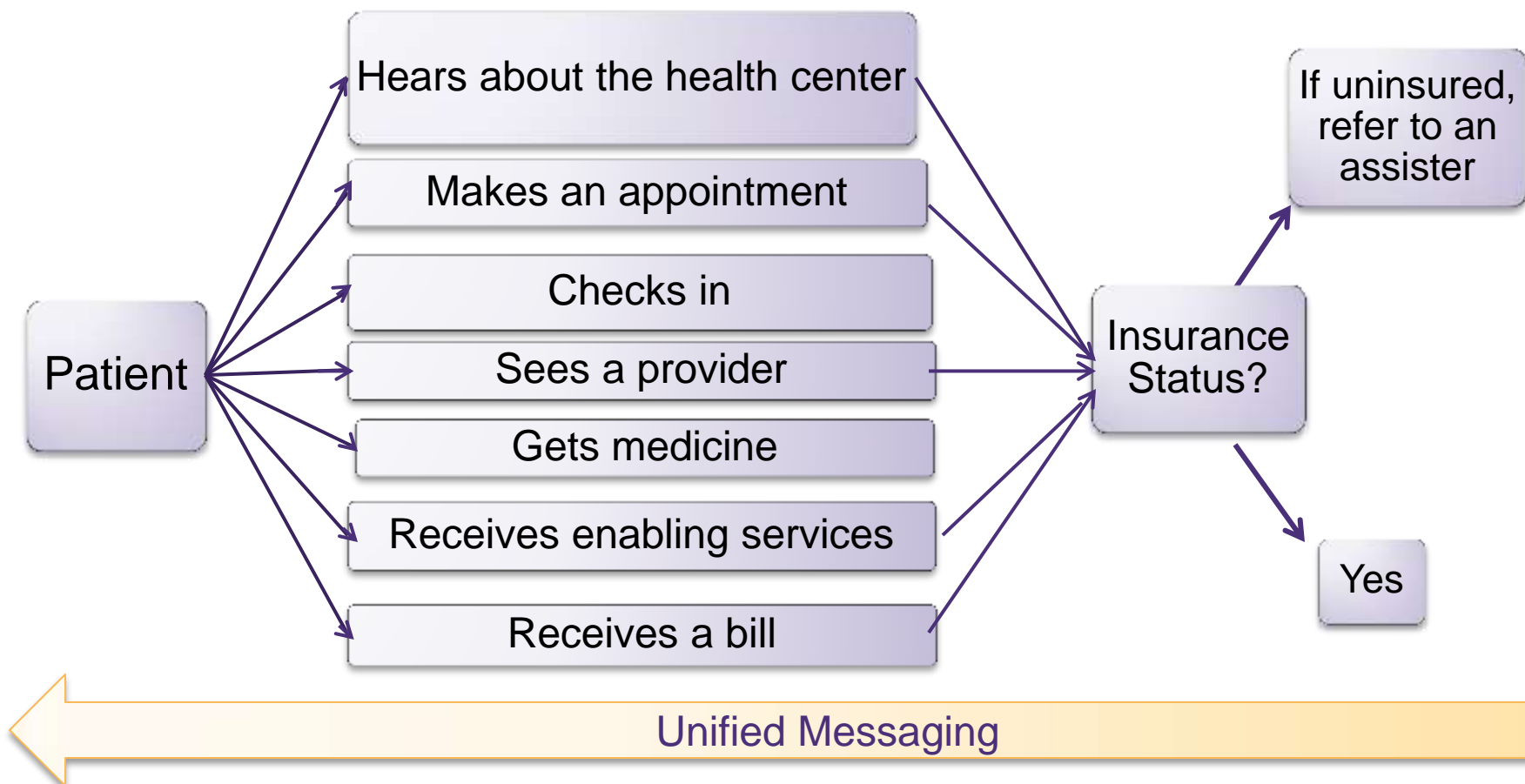
Engaging Your Leadership





Colorado Covering Kids and Families

Engaging Your Patients





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Alignment with Other Enabling Services

- Medical home
- Medical/legal partnerships
- Benefit enrollment
- Case management
- Health education
- Financial literacy



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Overcoming Hurdles

- Serving ineligible patients
 - Medicaid expansion gap
 - Undocumented
 - Migrant/seasonal workers
 - Family glitch
- Enrollment challenges
 - System glitches
 - Affordability
- Taking politics out of health
 - With patients
 - With health center staff



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Serving Ineligible Patients

- Medicaid expansion gap
- Undocumented
- Migrant/seasonal workers
- Family glitch



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Enrollment Challenges

- Systems glitches
- Affordability
 - Benefits of being insured
 - Financial consequences
 - Motivate
 - Personalize



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Taking Politics Out of Health

With Patients

- Create a safe space for discussion
- Redirect negativity and anger
- Reframe the conversation
- Take suggestions and recommendations

With Health Center Staff

- Create a safe space for discussion
- Focus on impact on the health center and patients
- Share positive stories
- Brainstorm solutions to challenges together
- Respect everyone's opinions and differences!



Colorado Covering Kids and Families

Retention and Follow-Up

- Help patients understand and maximize benefits
- Track insurance status of patients
- Help transition patients between coverage programs
- Make it an entire health center effort!

Presented by:

ELIZABETH CROSS

Director of Patient Eligibility, Clinica Family Health

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Integrating Outreach and Enrollment into the CHC Workflow

Elizabeth Cross
Director of Patient Eligibility



CLINICA
family health

PATIENT FLOW AND OPPORTUNITIES

- Scheduling
- Checking in
- Waiting
- Patient Care Room
- With Care team
- Medications
- Dental
- Behavioral Health

Who has **contact** with patients?

- Call Center
- Front Desk
- MA
- Nurse
- Provider
- Case Manager
- Behavioral Health Professionals
- Dental
- Pharmacy
- Eligibility

STAFF COMMUNICATION

Health Care Reform at Clinica

August
2013

- ACA Basics
- Staffing up

September
2013

- More FAQs
- Training for Screeners
- Patient Education

October
2013

- Medicaid and Exchange Enrollment Begins

November
2013

- Continue Enrolling & Educating Patients

December
2013

- Benefits Countdown
- Information on New Payers



January 2014
Medicaid & Exchange Benefits Begin!

HOW MUCH IS TOO MUCH

HOW MUCH IS TOO LITTLE



LIFE SIZE

STAND ALONE CUT OUTS OF ONE OF OUR PROVIDERS

- Waiting areas
- Pharmacy
- Dental
- Enrollment
- Administration
- Small version in Pt Care Rooms

KEEP IT FRESH!

CHANGING THE MESSAGES PERIODICALLY

Health care reform offers better benefits without changing doctors. Enroll here!

La Reforma de Salud ofrece mejores beneficios sin tener que cambiar de doctor. ¡Inscríbase aquí!

Health reform means good things for you & your family. Ask us!

La Reforma de Salud significa cosas buenas para usted y su familia. ¡Pregúntenos!

More people are now eligible for better health benefits. Ask us if you qualify!

Ahora más gente califica para mejores beneficios de salud. ¡Pregúntenos si califica!

Health reform is simple: better benefits for you and your family. We can help you sign up!

La Reforma de Salud es fácil: mejores beneficios para usted y su familia. ¡Le podemos ayudar a aplicar!

Enrollment for better insurance ends soon. Sign up today!

Las inscripciones para un mejor seguro médico se acaban pronto. ¡Inscríbase hoy!

PHARMACY SLIPS

INCLUDED IN EACH PRESCRIPTION



It's time to enroll for health insurance! Ask us how!
Medicaid enrollment is always open.

*Es hora de inscribirse en seguro medico
¡Pregúntenos como! Las inscripciones para Medicaid
siempre están abiertas.*

Clinica
Family Health Services



www.clinica.org 303.650.4460

Word of mouth is powerful!

Education and Communication are crucial!

ENGAGE YOUR TEAMS!

Trainings need to be meaningful and fun
This is a historic event!

Very clever quick informational videos by the
Kaiser Family Foundation



Health Insurance Explained – The YouToons Have It ...



www.youtube.com/watch?v=-58VD3z7ZIQ

Nov 11, 2014 - Uploaded by Kaiser Family Foundation

This is the third YouToons video written and produced by the Kaiser Family Foundation. The video is ...

The YouToons Get Ready for Obamacare - YouTube



www.youtube.com/watch?v=JZkx6ueZt-U

Jul 17, 2013 - Uploaded by Kaiser Family Foundation

Watch the newest YouToons video (released Nov. 11, 2014), Health Insurance Explained ... Kaiser Family ...

COVER THE BASICS!

Health Care Reform Open Enrollment – Year 2



Health Care Reform Questions	...And Answers
1. When can patients apply for health insurance through the marketplace?	From Nov. 15, 2014, to Feb. 15, 2015
2. When will benefits start?	If people sign up by Dec. 15, 2014, their benefits will begin by January 1, 2015.
3. Who has to have health coverage?	All U.S. citizens and legal residents are required to have health coverage starting in 2014. Certain exemptions may qualify. More information is available at http://www.healthcare.gov and http://www.connectforhealthco.com .
4. What health services will be covered by insurance offered through the marketplace and expanded Medicaid?	Essential Health Benefits or "EHB" will be covered. More information is at www.ConnectforHealthColorado.com .
5. Can anyone get insurance through the health exchange?	Most people can get coverage as long as they are a citizen or legal resident and can't get insurance through their employer.
6. Can people apply for Medicaid after Feb. 15, 2015?	Yes! There is no deadline for Medicaid applications.
7. Can people apply for insurance after Feb. 15, 2015?	No, people must <u>finish</u> their applications before midnight on Feb. 15 in order to buy insurance through the marketplace.
8. How much is the penalty for not having health insurance?	For tax year 2015, the penalty will be \$325 per person (\$162.50 per child under 18) or 2% of your yearly household income.
9. Can patients still use CACP if they don't have other insurance?	Yes! However CACP is <u>NOT</u> health insurance and a penalty will apply.
10. What about our undocumented patients? Can they get insurance? Can they still come to Clinica?	Undocumented patients will not be eligible for marketplace health insurance, but they can still come to Clinica and take advantage of our sliding-fee scale.
11. Can patients with marketplace insurance continue coming to Clinica?	Yes, as long as the patient <u>en</u> insurance plan that we accept. We are working hard to accept as many insurance plans as possible.

POP QUIZ!

INTERACTIVE
INEXPENSIVE
MEMORABLE

F U N



Simplify &
Streamline
Info

Uninsured =
We can help!

Front Desk Strategy for Medicaid Outreach & Enrollment

FD checks in pt &
looks at payer source

IF CICP, look at Clinica
history to see if pt has
an appt with FS or
recently had a FS
appts

Script: Strongly
encourage a FS appt:
"Can I make you a FS
appt? You might be
eligible for additional
Health Benefits!"

If they **DO**
have a
screening
appt
scheduled or
recently had
one, no
action

Patient says Yes:
Thank the patient &
share that this is a
great opportunity
for them.

**Schedule the
patient with a FS
according to
new Scheduling
Events**

Patient says No:
"The Health Care rules have
changed so more people will
qualify for health benefits. If
you now qualify for Medicaid,
you no longer qualify for
CICP. A Financial Screener
can help you with this
process so you have the best
option for health benefits
and health coverage."

Mention new benefits:

- * Help with co-pays, medications, hospital visits, etc.
- * Clinica wants to make sure you have the best option for health benefits.
- * The state is offering to provide you with Medicaid instead of CICP, which will give you more health benefits & will require you to make fewer out-of-pocket payments.

Background

* There are 13000 eligible patients who need help getting in to see a Financial Screener so they can enroll in the new Health Care Reform coverage options.

* **You can help with this!**

Training Details

* Monday 10/21/13 during Clinicians

* FS Managers will review these guidelines with you

* COMs & staff from the Medicaid Outreach & Enrollment Committee will follow-up with you on a weekly basis to hear how things are going, what's working, what's not working.

Your Health Coverage Options

CICP vs. Medicaid vs. Connect for Health Colorado Insurances



Services Covered	CICP*	Medicaid	Private Insurance
Emergency Care	Limited	Yes	Yes
Is it Health Insurance?	No	Yes	Yes
Prescription Drugs	Limited	Yes	Yes
Durable Medical Equipment	No	Yes	Yes
Statewide Services Available	Limited	Yes	Yes
Physician Services	Limited	Yes	Yes
Specialist Services	Limited	Yes	Yes
Dental	No	Yes	Yes
Behavioral Health	No	Yes	Yes
In-patient Hospital Care	Limited	Yes	Yes

**CICP providers are only required to treat patients for emergency care. Individual providers get to decide which other services they are willing to allow under CICP. Additionally, if you are now eligible for Medicaid, you are no longer eligible for CICP.*

**No matter which payer you choose,
Clinica can still be your health care home.**



Call 303.650.4460 for assistance

CICP = COLORADO INDIGENT CARE PROGRAM

CLINICAL TEAM HAND OUT

About the
size of a
business card

Education &
Communication
every chance
you get

Enroll for Health Insurance

- ◆ Enrollment is **Nov. 15, 2014, to Feb. 15, 2015**
- ◆ You can enroll in Medicaid year-round
- ◆ **Clinica** can still be your healthcare provider

If you have questions about open enrollment for marketplace health insurance, please contact Clinica's Call Center. We are here to help you!

303.650.4460

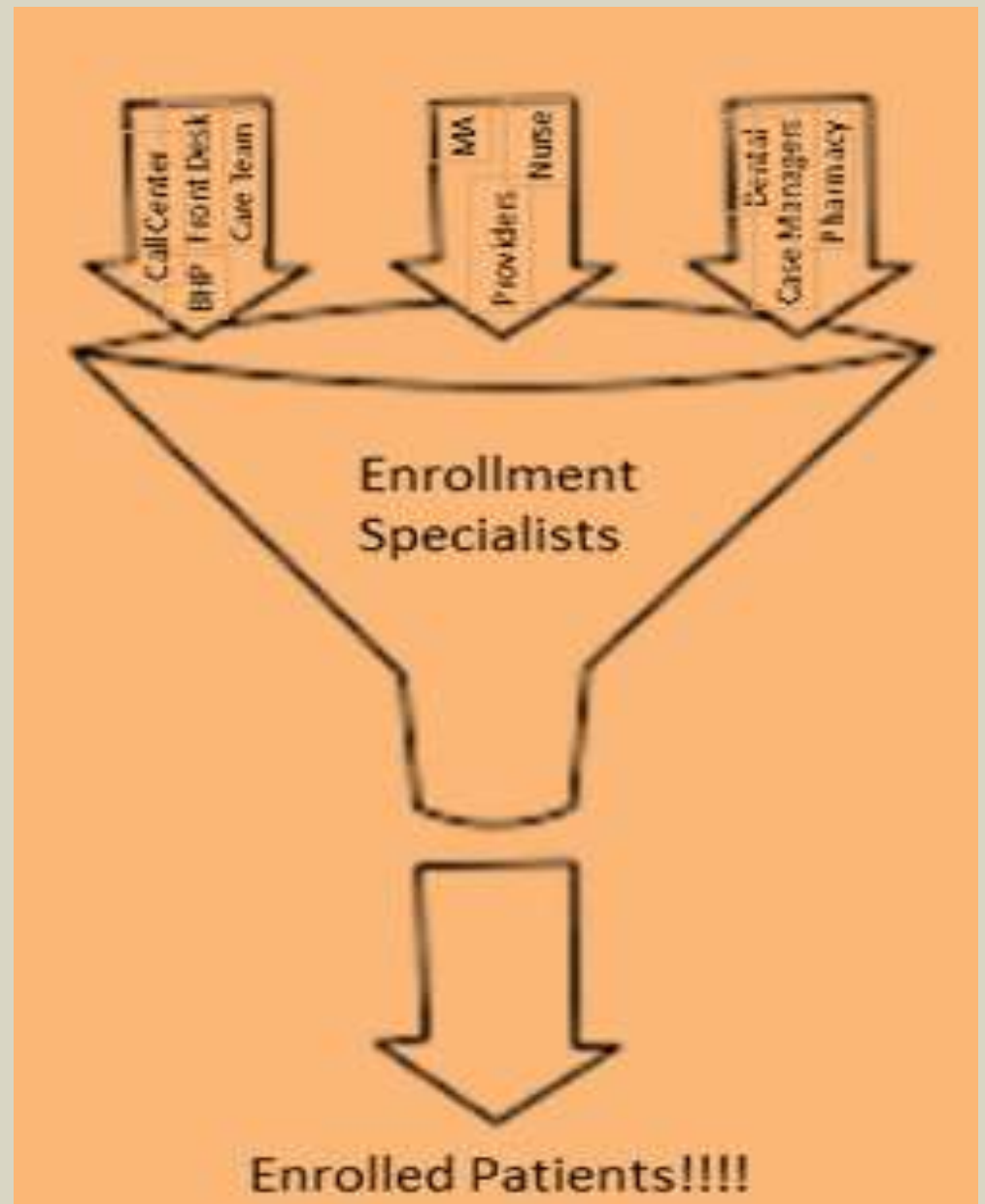
www.clinica.org

Clinica Family Health Services

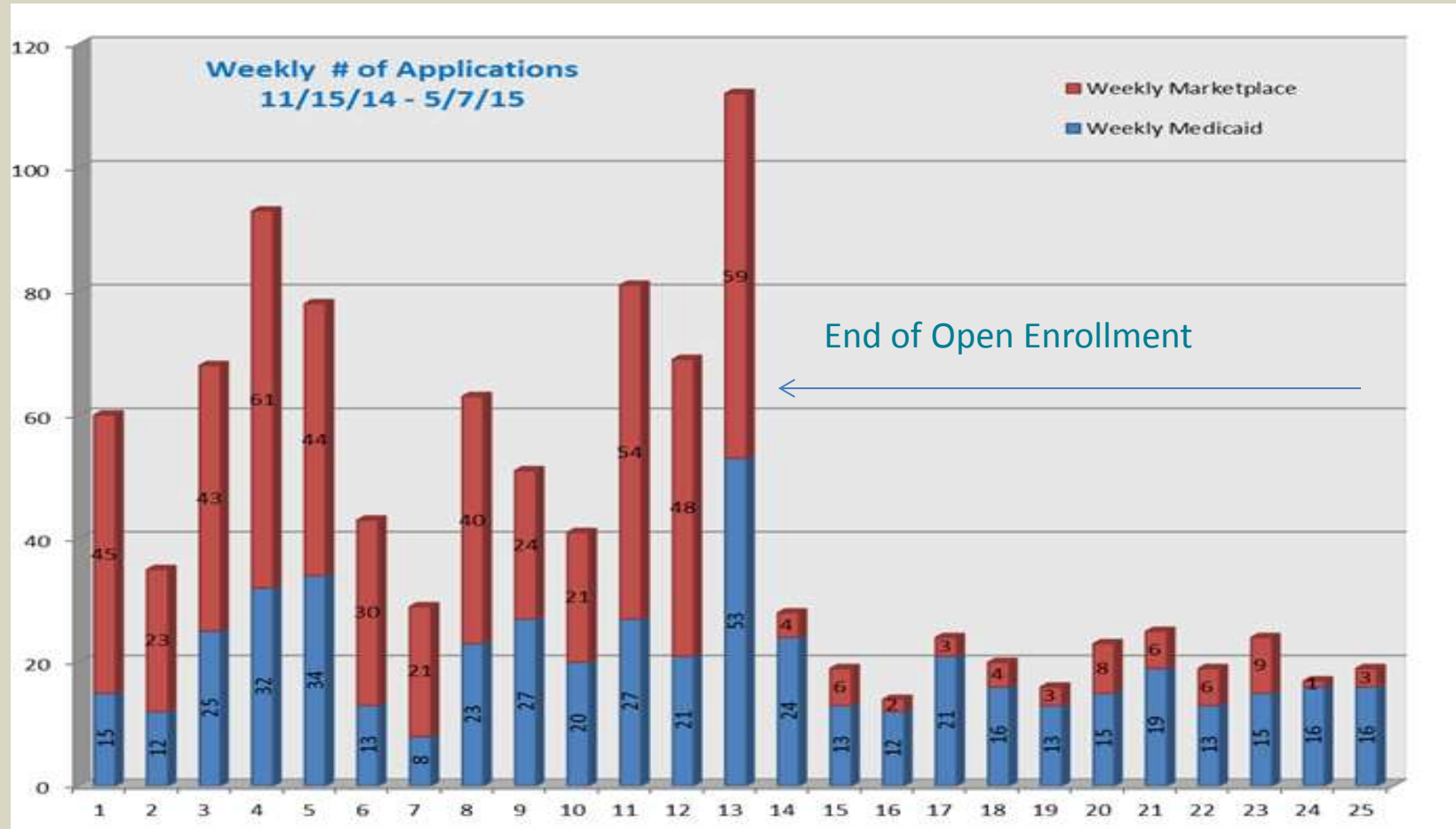


LET THE EXPERTS DO THE WORK

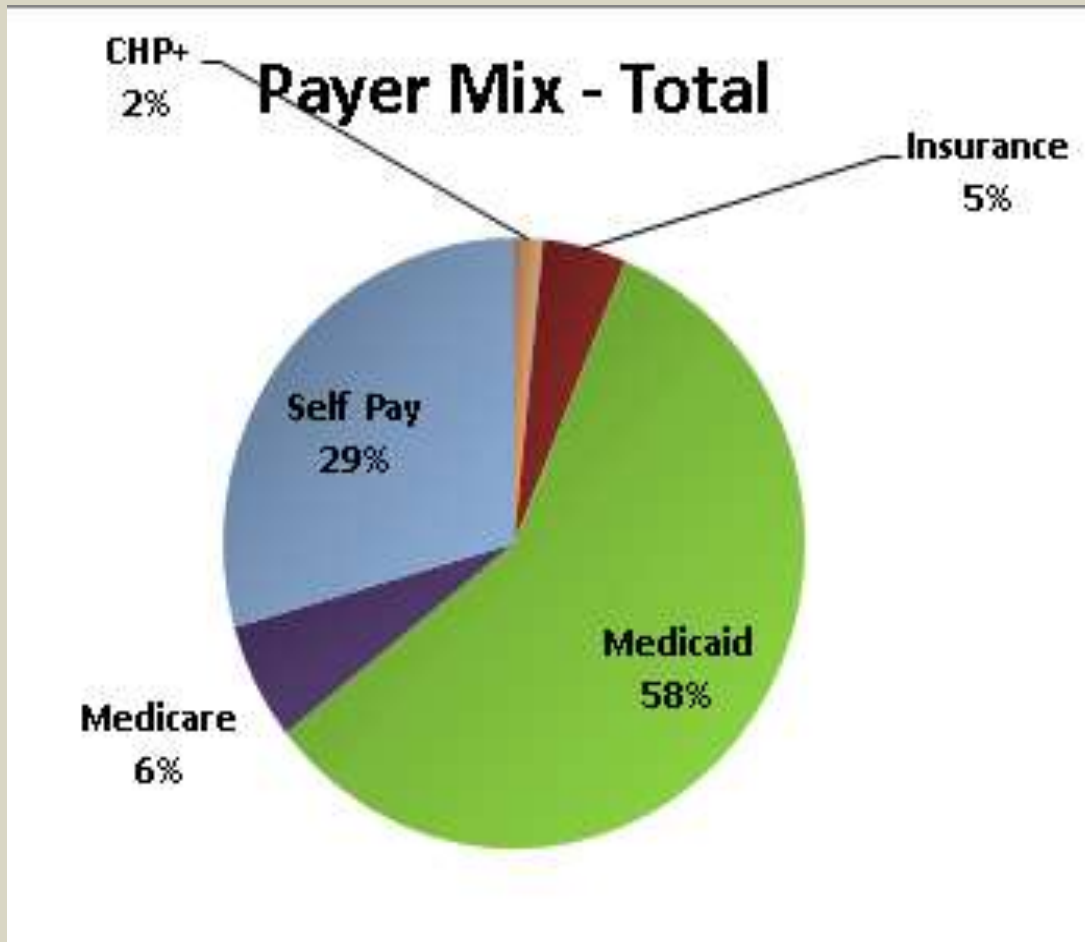
Send them
our way!
We can help!



WHAT GETS MEASURED – GET'S DONE!



MIX MATTERS



Previously at:

Insurance 2%

Medicaid 40%

Self Pay 40%

THANK YOU

Elizabeth Cross
Director of Patient Eligibility
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