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:

SITORA RASHIDOVA
CHC Outreach and Enrollment Coordinator, Colorado Community Health Network
Sitora@CCHN.org
Health Center Engagement with Outreach and Enrollment

Sitora Rashidova  
CHC Outreach and Enrollment Coordinator  
Colorado Covering Kids and Families  
Colorado Community Health Network
Presentation Overview

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

**Leadership:**
- Maintain or expand O&E funding
- Increase awareness

**Why O&E?**
- Mission
- Financial health and future
- HRSA compliance

**Assisters:**
- Track new patients
- Track changes in insured patients
- Share patient stories
- Highlight stories and data for leadership to showcase
Engaging Your Patients

Patient

- Hears about the health center
- Makes an appointment
- Checks in
- Sees a provider
- Gets medicine
- Receives enabling services
- Receives a bill

Insurance Status?

- Yes

If uninsured, refer to an assister

Unified Messaging
Alignment with Other Enabling Services

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

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

• Systems glitches
• Affordability
  ➢ Benefits of being insured
  ➢ Financial consequences
  ➢ Motivate
  ➢ Personalize
## Taking Politics Out of Health

<table>
<thead>
<tr>
<th>With Patients</th>
<th>With Health Center Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Create a safe space for discussion</td>
<td>• Create a safe space for discussion</td>
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<tr>
<td>• Redirect negativity and anger</td>
<td>• Focus on impact on the health center and patients</td>
</tr>
<tr>
<td>• Reframe the conversation</td>
<td>• Share positive stories</td>
</tr>
<tr>
<td>• Take suggestions and recommendations</td>
<td>• Brainstorm solutions to challenges together</td>
</tr>
<tr>
<td></td>
<td>• Respect everyone’s opinions and differences!</td>
</tr>
</tbody>
</table>
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
Ecross@clinica.org
Integrating Outreach and Enrollment into the CHC Workflow

Elizabeth Cross
Director of Patient Eligibility
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. ¡Inscribase aquí!

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

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!

CLINICA family health
PHARMACY SLIPS
INCLUDED IN EACH PRESCRIPTION

Word of mouth is powerful!
Education and Communication are crucial!
Trainings need to be meaningful and fun
This is a historic event!

Very clever quick informational videos by the Kaiser Family Foundation
## Health Care Reform Open Enrollment – Year 2

<table>
<thead>
<tr>
<th>Health Care Reform Questions</th>
<th>...And Answers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. When can patients apply for health insurance through the marketplace?</td>
<td>From Nov. 15, 2014, to Feb. 15, 2015</td>
</tr>
<tr>
<td>3. Who has to have health coverage?</td>
<td>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 <a href="https://www.healthcare.gov">https://www.healthcare.gov</a> and <a href="http://www.connectforhealthco.com">http://www.connectforhealthco.com</a>.</td>
</tr>
<tr>
<td>4. What health services will be covered by insurance offered through the marketplace and expanded Medicaid?</td>
<td>Essential Health Benefits or &quot;EHB&quot; will be covered. More information is at <a href="http://www.ConnectforHealthColorado.com">www.ConnectforHealthColorado.com</a>.</td>
</tr>
<tr>
<td>5. Can anyone get insurance through the health exchange?</td>
<td>Most people can get coverage as long as they are a citizen or legal resident and can't get insurance through their employer.</td>
</tr>
<tr>
<td>6. Can people apply for Medicaid after Feb. 15, 2015?</td>
<td>Yes! There is no deadline for Medicaid applications.</td>
</tr>
<tr>
<td>7. Can people apply for insurance after Feb. 15, 2015?</td>
<td>No, people must finish their applications before midnight on Feb. 15 in order to buy insurance through the marketplace.</td>
</tr>
<tr>
<td>8. How much is the penalty for not having health insurance?</td>
<td>For tax year 2015, the penalty will be $325 per person ($625 per child under 18) or 2% of your yearly household income.</td>
</tr>
<tr>
<td>9. Can patients still use CICP if they don't have other insurance?</td>
<td>Yes! However CICP is NOT health insurance and a penalty will apply.</td>
</tr>
<tr>
<td>10. What about our undocumented patients? Can they get insurance? Can they still come to Clinica?</td>
<td>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.</td>
</tr>
<tr>
<td>11. Can patients with marketplace insurance continue coming to Clinica?</td>
<td>Yes, as long as the patient has an insurance plan that we accept. We are working hard to accept as many insurance plans as possible.</td>
</tr>
</tbody>
</table>
POP QUIZ!

INTERACTIVE
INEXPENSIVE
MEMORABLE

FUN
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.

Uninsured = We can help!

Simplify & Streamline Info
<table>
<thead>
<tr>
<th>Services Covered</th>
<th>CICP*</th>
<th>Medicaid</th>
<th>Private Insurance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emergency Care</td>
<td>Limited</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Is it Health Insurance?</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Prescription Drugs</td>
<td>Limited</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Durable Medical Equipment</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Statewide Services</td>
<td>Limited</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Available</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Physician Services</td>
<td>Limited</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Specialist Services</td>
<td>Limited</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Dental</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Behavioral Health</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>In-patient Hospital Care</td>
<td>Limited</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

*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
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!

Weekly # of Applications
11/15/14 - 5/7/15

End of Open Enrollment
MIX MATTERS

Previously at:
- Insurance 2%
- Medicaid 40%
- Self Pay 40%
THANK YOU

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Director of Patient Eligibility
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