Department: Administration – Medical Clinic

Report To: Chief Operations Officer

Primary Accountability: The Outreach and Enrollment Coordinator’s primary job functions are to coordinate [CHC] outreach activities for migrant and community health promotion; to manage, monitor and improve [CHC]’s managed care, Medicaid, and other insurance enrollment; and to coordinate in-reach processes to improve [CHC] patients’ access to all [CHC] services.

Duties and Responsibilities:

1. Migrant Outreach
   1. Develop [CHC]’s Migrant Outreach program; implement and coordinate program.
   2. Document, maintain and report outcomes to evaluate program effectiveness.
   3. Develop and maintain effective working relationships on behalf of [CHC] with local resource agencies and with orchardists and other employers of migrant and seasonal workers.
   4. Maintain current knowledge of community services and events.
   5. Maintain liaison with [Primary Care Association] to obtain training and networking with outreach and enrollment programs at other [state] health centers.
2. Managed Care and Medicaid Enrollment
   1. Implement and coordinate processes to improve, monitor and maintain managed care enrollment and patient enrollment in any insurance program for which they qualify.
   2. Monitor and report managed care enrollment to COO on a monthly basis, including downloading of member lists and contacting all disenrolled patients to re-establish enrollment.
   3. Observe trends in monthly enrollment. Develop strategies in response to any negative trends in enrollment, implement these strategies and continue to monitor and report to COO.
   4. Review report card from CHP, prepare response and action plan for improvement and report on this to COO monthly.
   5. Stay current with Medicaid changes and the Affordable Care Act. Develop strategic activities and a public information campaign. Ensure that all [CHC] patients are retained by providing insurance information and enrollment assistance. Perform these activities directly and also obtain additional assistance from Outreach & Enrollment Community Health Worker.
   6. Coordinate with community resources to establish and improve patient access to insurance coverage.
   7. Maintain current knowledge of all insurance programs available in [CHC]’s service area and develop and implement processes to ensure that [CHC] patients have this information and are assisted in applying for any available coverage.
   8. Monitor [CHC]’s daily appointment schedules to identify and contact uninsured patients to screen for and enroll in available insurance coverage.
   9. Provide training to front desk, nursing and other [CHC] staff on insurance coverages. Implement processes so that all uninsured patients are referred to [CHC] Outreach and Enrollment staff for eligibility screening and assistance with obtaining coverage.
3. Community Outreach
   1. Coordinate [CHC] participation at local health fairs and community events related to healthcare promotion participating only in those that are strategically important to [CHC].
   2. Represent [CHC] at meetings sponsored by community groups seeking information on [CHC] programs, for example at school PAC (Parent Advisory Council) meetings.

## Assist management team or other staff to develop and implement effective marketing, education and outreach to local communities with a goal of attracting patients to [CHC].

## Assist [CHC] departments in promoting their services within the community.

1. Supervision:
   1. Provides direct supervision and orientation of community health workers and promotores/as.
   2. Completes monthly staff schedules and authorizes approval for vacations, continuing education and other leave.
   3. Oversees staff training/competencies; provides appropriate staff development; prepares evaluations and mentors and coaches staff on performance.
   4. Assists Human Resources in the recruitment of staff of assigned departments.
2. Patient In-reach
   1. Develop, in collaboration with other managers, in-reach processes to connect [CHC] patients to the entire range of available [CHC] services, and ensuring communication between [CHC] departments and services to cross-refer patients within [CHC].
3. Attendance
   1. Ensures attendance and hours worked are accurately recorded in computerized timekeeping system.
   2. Properly manages paid vacation and sick leave.
   3. Responsible for regular, predictable attendance and to work hours as scheduled, which occasionally will include evenings and weekends.

General Development:

1. Requires more advanced organizational skills in order to organize projects, develop and follow a work plan, and supervise of the work of others.
2. Job duties require the ability to work independently and as part of a team.
3. Job responsibilities require individual development of priorities for effective performance of duties, including re-prioritization in response to changes in circumstances.
4. Work requires consideration of the way the work affects other employees outside the department or functional area.
5. Employees are expected to devise effective solutions to situations encountered based on the general goals and objectives of the function.
6. Duties require the compilation, interpretation and reporting of information.

Professional and Technical Knowledge: Possesses a basic level of written and verbal communications skills, computational and computer skills and mathematical knowledge typically acquired through completion of a high school program. Must be part of the migrant and seasonal farmworker community in [county], and have established relationships with orchardists and other employers of migrant and seasonal labor.

Technical Skills:

1. Must have experience in popular education methods and other strategies to effectively provide health education to migrant and seasonal farmworkers.
2. Fully functional in use of [CHC]’s Electronic Practice Management (EPM) system especially related to determining insurance coverage.
3. Ability to prepare simple reports and spreadsheets using Microsoft Word and Microsoft Excel.
4. Fully functional in use of Microsoft Outlook.
5. Ability to access and use web-based applications and other computer programs.

Communications Skills:

1. Employee is required to effectively communicate using [CHC]’s core values.
2. Job duties require employee to provide excellent customer service to all internal and external customers.
3. Job duties require employee to prepare and deliver presentations to clinic staff and occasionally larger groups in both informal and formal settings.
4. Must be fully fluent in Spanish.

Work Environment: Work is performed in an office environment, within a medical clinic and at various community locations such as orchards, other worksites and community events.