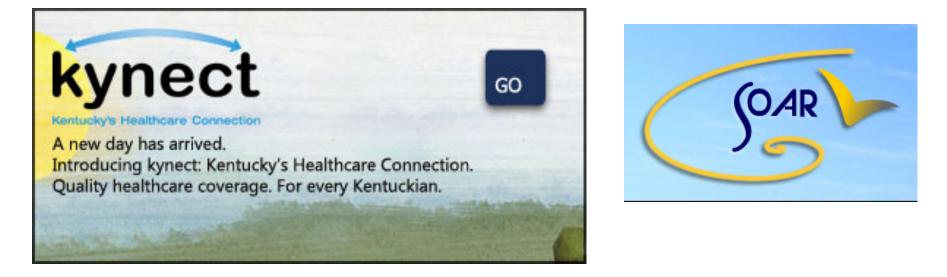
Outreach & Enrollment in KY



Andy Patterson, MSW, PhD; HCH Director Kaniktra Steadmon, MSW; SOAR Worker

Family Health Centers – Phoenix HCH Louisville, Kentucky

Phoenix Health Center

- Program of Family Health Centers, Inc. in Louisville, KY
- Began in 1988
- State licensed and Joint Commission accredited
- \$4 million budget:
 - Bureau of Primary Health Care (HCH)
 - HUD
 - Substance Abuse & Mental Health Services Administration (SAMHSA)
- 45 employees





Phoenix Health Center

Comprehensive Care:



- Primary Care Clinic
- Health Outreach
- Dental Care
- Respite Care
- Mental Health Services
- Social Services
 - Outreach
 - Case Management
 - SOAR
 - Substance Abuse Treatment
 - Permanent Supportive Housing
 - Coordinated Assessment

5,000 patients and 31,000 visits in 2013

2 Dedicated SOAR Workers

- Position 1:
 - HRSA Enabling Services grant, August 2009
- Position 2:
 - GE grant, September 2010
 - SAMHSA grant, 2011-2014
 - HUD grant, 2014 -
- Attempted to get hospital funding

SOAR Outcomes (2010-Present)

- 159 applications submitted
 - 118 approved; 41 denied
 - 74% approval rating
- Approvals
 - 87 (74%) approved on initial submission
 - 14 (12%) approved after reconsideration
 - 17 (14%) approved after reconsideration and hearing

SOAR Outcomes (2010-Present)

SSI/SSDI Approvals have resulted in:

- -Annual income: \$1,120,464
- -Backpay: \$532,925
- Total income from approval date to present: \$3,408,980

Cost to agency: \$388,000



<u>http://www.youtube.com/watch?</u>
<u>v=LG-3KfoQGms</u>

<u>http://www.youtube.com/watch?</u>
<u>v=XmC8WNua7gA</u>

Outreach & Enrollment

- Family Health Centers:
 - 7.5 Application Counselors + Director
 - 2 staff devoted to HCH
 - Additional case managers/outreach staff were trained
 - Began enrollment on October 1, 2013
- KIPDA
 - 7 application counselors

Kentucky Enrollment

- 640,000 uninsured (15% of population)
- As of 4/21/14:
 - 886,502 conducted preliminary eligibility screenings
 - 413,410 (65% of those uninsured) enrolled in health coverage
 - -330,615 (80%) Medicaid
 - -82,795 (20%) Private Insurance
 - 52% of enrollees are under the age of 35

Family Health Center Enrollment

- 37,689 patients in 2013
 - 18,573 (49%) Insured
 - 31% had Medicaid
- FHC has enrolled 5,780 since Oct. 2013
 - 87% Medicaid
 - 13% QHP/Other
- FY 2014: 68% of patients Insured (49% Medicaid)
- April 2014: 77% of patients Insured (58% Medicaid)

Phoenix HCH Enrollment

- 4,995 patients in 2013
 - 800 (16%) Insured
 - 9% had Medicaid
- HCH has enrolled 1,366 homeless individuals since Oct. 2013
 - 88% Medicaid
 - 12% QHP/Other
- FY 2014: 66% of patients Insured (55% Medicaid)
- April 2014: 85% of patients Insured (72% Medicaid)

HCH Outreach Efforts

- Within clinic
 - Front office
 - Social workers (some trained in enrollment)
 - Medical staff
 - "Green sheets"
- In community
 - 3 emergency shelters, 1 day center
 - Health fairs
 - Homeless Connect/Stand Down
- PR
 - Flyers, emails, meetings
 - Media: kynect, NYT, Courier-Journal, local news

Enrollment Challenges

- Keeping appointments
- Lack of required documentation (around 1/3 need additional documentation)
- Choosing between 4 MCO's
- Not wanting to enroll
 - Can't afford
 - Don't want to reveal legal status
 - Don't want to give incarceration history
 - Can already come to HCH for free

Reasons to Enroll

- Don't know when you will need it
- Pays for specialty services
- Quicker referrals to specialty services
- Don't have to worry about large bills
- HCH can now bill for your services provide more help to others
- Access to substance abuse and mental health services
- Choice of providers

Best Part of the Day

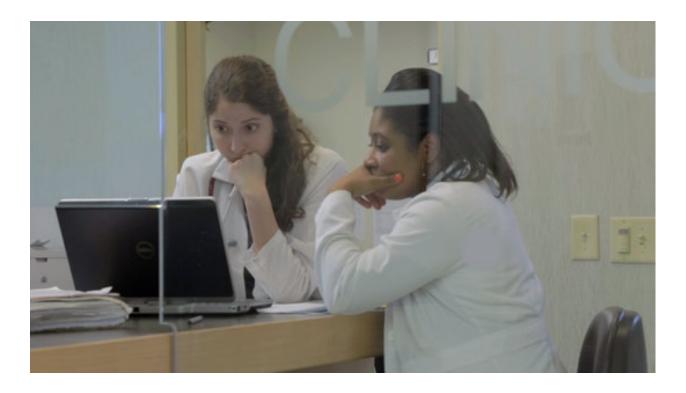
- Lots of pendings converted to enrollments.
- Busier/more green sheets today.
- Getting Medicaid for a client who recently had a stroke and can no longer continue his career as a truck driver.
- Hit my 500th enrollment!
- Getting a part-time worker at McDonald's enrolled in Medicaid.
- Easy enrollments.
- Clients "flashing" their insurance cards with pride.
- Enrolling a family of 8 new personal best.

Worst Part of the Day

- Slow day.
- Had to tell a client that she wasn't eligible for Medicaid after all.
- Mobile hotspot was spotty all day.
- Client cancelled appointment because she said Phoenix looked "sketchy" – I took that to mean that some of our clients were outside and she was afraid to come inside.
- Website was slow/kept crashing.
- Enrolled a person in a QHP who made \$46/month too much to qualify for Medicaid. She was upset.
- Enrolling a 19 year-old pregnant woman who was in foster care and is now having to stay in a homeless shelter.



New York Times video



http://www.nytimes.com/2014/03/31/us/in-new-health-care-erablessings-and-hurdles.html? r=0#

Take-Aways

- Flexibility
- Outreach wherever and however you can
- Be able to be mobile
- Don't forget "old school techniques" such as paper applications and interest forms
- Allow time for case management and client advocacy
- Patience it's a new day