

# Medicaid Outreach and Enrollment Overview

March 31<sup>st</sup> 2016

- HRSA O&E grant to fund enrollment activities
- Hired O&E Specialists
- Outreach and In-reach Activities
- Medicaid Expansion Enrollments
- Organizational/Patient Awareness Campaign

# O&E Team PP

## Introduction

### Medicaid Expansion

Medicaid is a government insurance program for persons of all ages whose income and resources is insufficient to pay for health care. Medicaid is managed at the state level, but receives some gover



Law requires almost all US Citizens to obtain health insurance. Those without coverage are subject to a tax penalty, though most CCH clients will be exempt from paying any fines or penalties due to lack of coverage. Due to this regulation, the law proposed Medicaid expansion to the states so that more people could be covered. Colorado was one of the states to accept increased federal funding/Medicaid Expansion to help pay for the newly enrolled individuals and families.



# O&E Team PP

## Introduction

### The Outreach and Enrollment team was created to:

- ✓ Locate and assist clients in enrolling in Medical Assistance Programs
- ✓ Keep clients enrolled in programs with follow up case management and maintenance
- ✓ Develop outreach strategies and techniques to inform and encourage enrollment
- ✓ Assist clients with selecting a Primary Care Provider
- ✓ Assist clients who are ineligible for Medicaid with finding affordable alternatives through Connect for Health Colorado or by enrolling in Colorado Indigent Care Program
- ✓ Provide support to CCH staff and community partners in issues related to Medicaid

# O&E Team PP

## Introduction

### Locations—Stout Street Health Center

O&E Members are predominantly located at Stout Street Health Center though occasionally go out to other locations to assist with enrollment.

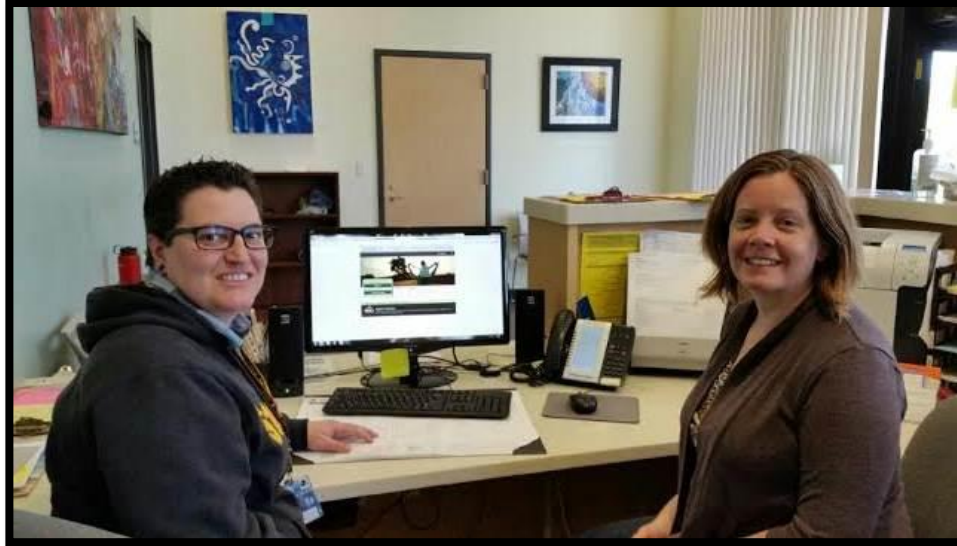
This is the main enrollment office for the clinic, and where most of the patients who are seeing medical providers learn about Medicaid and receive help with applying.



# O&E Team PP

## Introduction

### Locations—West End Health Clinic



(Koti shows Nikki, a Behavioral Health Provider, the benefits of using PEAK)

CCH's West End Health Center has O&E members available to assist their patients with applying for Medicaid. This is either done in an empty exam room or at the front desk.



# O&E Team PP

## Introduction

### Dental Clinic and Health Outreach Van (HOP)

The O&E team usually has an O&E Counselor at our Stout Street Dental Clinic.



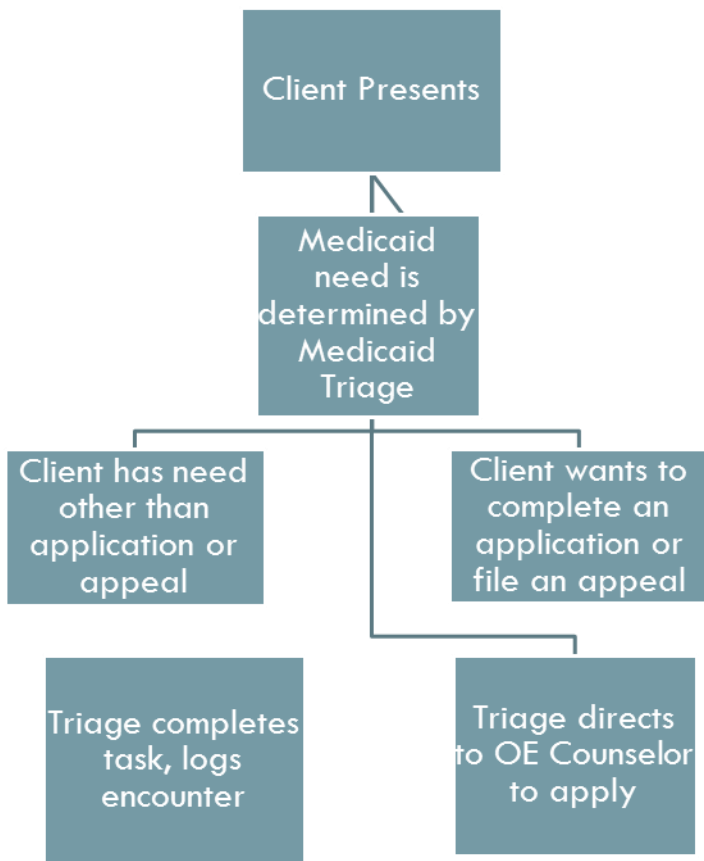
Additionally, an O&E Counselor occasionally helps enroll patients of the Health Outreach Program, CCH's mobile health clinic.



# O&E Team PP

## Application

### Step 1: Medicaid Triage



**Medicaid Triage** is a position that was created so that work was equally distributed among O&E Counselors, and to free up prime office space so that applications could be done in private. Simpler requests could be processed right at the front desk, quickly and easily when the client first walks in the door.

The Triage Counselor is conveniently located at the front desk, so that HOAs may direct clients to Triage if they discover the client is not Medicaid insured during registration. Clients can also easily see the Triage desk upon entering the clinic.

# O&E Team PP

## Applications

### Triage, continued

#### **Types of client requests completed by Medicaid Triage:**

- \* Requests for replacement Medicaid cards
- \* Application status checks
- \* Update personal information
- \* Create a PEAK account
- \* Questions regarding mail received
- \* Fax verified supporting documents  
(ID, birth certificates, employment verification, LPR cards)
- \* General questions about benefits, coverage, processes





# O&E Team PP

## Paper applications



EN-002-01

### Application for Health Coverage & Help Paying Costs

THINGS TO KNOW



#### Apply faster online

Apply faster online at [Colorado.gov/PEAK](http://Colorado.gov/PEAK) or [ConnectforHealthCO.com](http://ConnectforHealthCO.com).

It may provide a faster determination.



#### Use this application to see what coverage you may qualify for

- Free or low-cost insurance from Medicaid or the Child Health Plan Plus (CHP+) Program administered by the Department of Health Care Policy and Financing(I).
- Affordable private health insurance plans that offer comprehensive coverage to help you stay well available through Connect for Health Colorado(I).
- A new tax credit that can immediately help lower your premiums for health coverage and is accessed through Connect for Health Colorado.
- You may qualify for a free or low-cost program even if you earn as much as \$46,000 a year for an unmarried individual or \$94,000 a year for a family of 4.

Note: The Department of Health Care Policy and Financing and Connect for Health Colorado are partnering together to provide access to affordable health coverage. Also, filling out this application does not mean you have to buy health coverage.



#### Who can use this application?

- Anyone who is interested in health coverage.
- Applying will not affect your immigration status or chances of becoming a permanent resident or citizen.



#### What you may need to apply

- Social Security Numbers (or document numbers for any legal immigrants) for those who need insurance.
- Employer and income information for everyone in your family.
- Policy numbers for any current health insurance.
- Information about any job-related health insurance available to your family.



#### Why do we ask for this information?

We ask about income and other information to let you know what coverage you qualify for and if you can get any help paying for it. **We will keep all the information you provide private and secure, as required by law.**



#### What happens next?

- Send your completed, signed application to one of the addresses in Step 6. If you do not have all the information we ask for, sign and submit your application anyway. We will follow-up with you.
- You will get instructions on the next steps to complete your health coverage application.
- If you do not hear from us, please contact the agency you sent this application to (see Step 6).



#### Get help with this application free of charge

Colorado Medicaid and CHP+

Connect for Health Colorado

- If someone is helping you fill out this application, you may need to complete **Worksheet C**.
- **Appendix A** has a glossary; terms marked with an (I) in the application can be found in the glossary.

# O&E Team PP Application PCP selection

The O&E team can help clients select a Primary Care Provider to get them into the health care plan that works best for them while submitting an application, or at the client's request.

Clients simply sit with an O&E Counselor and fill out an electronic or paper form that allows them to choose their PCP.



The screenshot shows a web browser window displaying the HealthColorado website. The page title is "CHOOSE YOUR HEALTH CARE PLAN". The header features the HealthColorado logo and the tagline "Your Medicaid Choice". Below the header, there is a navigation bar with "LINKS: Health Colorado > Choose a plan" and a language selector "En español".

The main content area is divided into two columns. The left column contains a "Quick Links" menu with the following items: Welcome, Accountable Care Collaborative, Managed Care Plans, Regular Medicaid, Choose a health plan, Change health plans, Problems and complaints, For children & teens, FAQ (Frequently Asked Questions), and Print information. The right column contains a "Site map" menu with the following items: Site map, Small print, Medium Print, Large print, and Printer Friendly.

The "CHOOSE YOUR HEALTH CARE PLAN" section contains the following text and form fields:

As a Medicaid member you can choose how you get your health care. If you called HealthColorado to choose a plan, you do not need to fill out this form.

You MUST qualify for Medicaid before you make this choice. When you choose a health plan for the first time, you may disenroll from your health plan for any reason in the first 90 days. After that, you can change health plans during your open enrollment period - the two months before your birthday.

If you are enrolled in a health plan and want to change your plan or your doctor, please call HealthColorado to speak to an enrollment counselor. This form will not be processed for changes.

Please submit a new form for each member of the household in which you are enrolling. This form is only to be filled out for yourself, your child, or a member of your household.

\*Client Name:

\*Client Medicaid ID#:

\*Date of Birth:

\*Last 4 of SSN:

\*Address:

\*Phone Number:

(where you can be reached if there are questions)

\*My Health Plan Choice is:

At the bottom left, there is a contact information box:

TO CALL HEALTHCOLORADO  
IN DENVER:  
303-839-2120  
OUTSIDE OF DENVER:  
1-888-367-6557. THE  
CALL IS FREE.  
TTY: 1-888-876-8864

At the bottom right, there is a system tray showing the time as 11:31 AM and the date as 6/4/2014.

# O&E Team PP

## Case Follow-Up

Mail can be a barrier to enrolling in Medicaid in the case of clients who are homeless. The O&E team uses different methods to track and follow cases to insure clients are informed of any changes or updates to their cases, as much as possible.



# O&E Team PP

## Case Follow-Up

### Incorrect Denials

Often times, applicants are denied Medicaid for erroneous reasons.

The O&E team can investigate the reason for the denial and assist the client in processing a formal appeal to get a correct determination.



Common errors for incorrect determinations:

**“Client is not a resident of Colorado”**  
(Clients are allowed to self-attest state residency)

**“Client is over-income”** (Valid in many cases, but some clients’ income is being reported incorrectly by the Department of Labor and Employment)

# O&E Team PP

## Case Follow-Up

Clients may be required to submit supporting documents during the application process

How the O&E Team can help:

Stout Street Health Center is a Certified Application Assistance Site (CAAS). This means the O&E team can verify original documents, such as birth certificates, IDs, LPR cards, which may be requested to proceed with the application. Without the signature from an O&E Counselor, copies of the documents are not considered valid.



**Birth Certificate**  
It is certified that \_\_\_\_\_

**Child Description**  
Sex: Male/Female      Weight: \_\_\_\_\_  
Height: \_\_\_\_\_

Date of Birth: \_\_\_\_\_  
Place of Birth: Area, City, State

Mother  
Given Name: \_\_\_\_\_  
Family Name: \_\_\_\_\_  
Father Name: \_\_\_\_\_

Doctor Signature \_\_\_\_\_ MS Signature \_\_\_\_\_

# O&E Team PP Data Management Grant Master

## Grant Statistics:

2013 Total Applications taken		2013 Approvals	Cumulative Quarterly totals:		2015 Applications Taken	2015 Approvals	Cumulative Total Approvals:
861		737	Apps taken	Apps Approved	387	349	2628
Pending	46		Quarter 1 (July 1 - Sept 30, 2013)	139	121	Pending	11
Rejected	31		Quarter 2 (Oct 1-Dec 31, 2013)	722	616	Rejected	0
Denied	36		Quarter 3 (Jan 1-March 31, 2014)	645	533	Denied	27
Ineligible	9		Quarter 4 (April 1, -June 30 2014)	509	473	Ineligible	0
		2013 Outstanding	Total	2015	1743		2015 Outstanding
		122					38
2014 Total Applications taken		2014 Approvals	Cumulative Quarterly totals:		2015 Applications Taken	2015 Approvals	Cumulative Total Approvals:
1771		1540	Apps taken	Apps Approved			
Pending	65		Quarter 1 (July 1 - Sept 30, 2014)	307	268		
Rejected	35		Quarter 2 (Oct 1-Dec 31, 2014)	311	268		
Denied	97		Quarter 3 (Jan 1-March 31, 2015)	387	349		
Ineligible	3		Quarter 4 (April 1-June 30, 2015)	376	342		
		2014 Outstanding	Total	1381	1227		
		200					

App. Intake Date	Head of Household (Full Name)	DOB	SSN or Please V if Undocumented	PEAK Tracking #	Medical Record #	Reg. Vote Y/N	Program (Medicaid, CHP+, Marketplace)	Approved (A) Denied (D) Partial (P) Rejected (R)	Case ID #	State ID #	Date Checked	Notes	ACC Status
4/21/2011							Medicaid	A			5/7/2014	Current Coverage Began:4/1/14	None Selected
1/23/2013							Medicaid	A			4/23/2014	ACC Updated:4/22/14, Effective:4/1/14	CCH
6/25/2013							Medicaid	A			4/23/2014	ACC Updated:4/22/14, Effective:4/1/14	Valley-Wide Health Systems
7/1/2013							Medicaid	A			4/23/2014	Current Coverage Began: 8/1/2013, Continuous	None Selected
7/2/2013							Medicaid	A			4/23/2014	ACC Updated:2/25/14, Effective:1/1/14	Colorado Access
7/5/2013							Medicaid	A			4/23/2014	Current Coverage Began:9/1/13, Continuous	None Selected
7/15/2013							Medicaid	A			4/23/2014	Current Coverage Began: 3/1/14	None Selected

The O&E team keeps track of every application submitted in a spreadsheet called “O&E Grant Master”. They continually update and use it to track case notes and maintain updated information about client eligibility status.

The spreadsheet is also used to report to funding agencies on the team’s progress and has been used for numerous special projects within several departments.



# Agency deliverables for O & E Supplemental Funding

	1st year	1st year 7/13-6/14	2nd year 7/14-6/15	3rd year 7/15-2/16	Cumulative
	Projected Impact	Actual Impact	Actual Impact	Actual Impact	
<b>NEW FTE Impact</b>					
Projected Number of additional funded O/E assistance FTEs.	3.15	5	3.5	3.5	
<b>TRAINING Impact</b>					
Projected number of health center O/E assistance workers who will complete all required and applicable federal and/or state consumer assistance training.	6	8	7	8	
<b>ASSISTANCE Impact</b>					
Projected number of individuals to be assisted by all health center O/E assistance workers.	6590	6222	6004	5761	17,987
<b>ENROLLMENT Impact</b>					
Projected number of individuals to be enrolled with the assistance of all health center O/E assistance workers.	3300	2009	1227	1147	4,383

# Challenges

- significant number of community partners in Denver County enrolling clients in Medicaid other than CCH
- unforeseen glitches in state's electronic and paper application processes
- our own Health Record system did not accurately reflect our population's Medicaid status
- resource commitment to case manage every pending, denied and incomplete application



# Successful Strategies

## **Open Access/No Wrong Door**

- Everyone has open access to our Certified Application Counselors during health center hours of operation. Clients needing to enroll or those that have questions are provided face to face assistance almost immediately and without needing an appointment. These application counselors are also readily available to Coalition staff and providers with Medicaid/Medicare questions.

## **CAC Team Longevity**

- We have maintained a seasoned application counselor team that has extensive experience in our previous outreach and enrollment activities. The core team is highly trained in Medicaid, CHIP and Accountable Care Collaborative enrollment activities

## **Our CCH population**

- We focus our enrollment activities on homeless and at-risk families, children, and individuals

# UDS Pre & Post Medicaid Expansion Healthcare for the Homeless

## 2012 UDS Table 4

None/Uninsured	8,692
Regular Medicaid	<b>2,567</b>
CHIP Medicaid	15
<u>Medicare</u>	<u>525</u>
	11,799

73% uninsured

## 2015 UDS Table 4

None/Uninsured	2,620
Regular Medicaid	<b>7,671</b>
CHIP Medicaid	6
Dually eligible	881
<u>Medicare</u>	<u>1,024</u>
	12,202

21% uninsured