

AI/AN Urban Outreach and Enrollment

Anthonie Hansen
Outreach and Enrollment Specialist
NATIVE HEALTH



your healthcare home

www.nativehealthphoenix.org



Accredited by the

ACCREDITATION ASSOCIATION
for AMBULATORY HEALTH CARE, INC.

OVERVIEW

- **NATIVE HEALTH Background**
- **Our Grant Goals**
- **Enrollment Program**
- **Outreach Program**
- **Resources and Materials**

WHO WE ARE:

Mission: NATIVE HEALTH provides holistic, patient centered, culturally sensitive health and wellness services.

Vision: Healthy People in Healthy Communities

- **SERVICES**

- Primary Medical
- Dental
- Behavioral Health
- WIC
- Health Promotion/Disease Prevention
- Wellness Division



your healthcare home

Outreach & Enrollment Services

Enrollment Assistance by Certified Application Counselors (CAC) available at all NATIVE HEALTH centers.

- Expertise in Native American exemptions
- Presentations available

Assists with:

- AHCCCS (Arizona Medicaid)
- SNAP (food stamps)
- Temporary Assistance to Needy Families (TANF)
- Health Insurance Marketplace



Our “Connecting Youth to Coverage” Grant Goals



your healthcare home

“Connecting Phoenix Youth to Coverage”

Goals

- Target Population: Children/Youth Ages 0-19
- Enrollment: 2,000 Native American Children (new enrollment or renewal)
- Contact: 6,000 Individuals (provide education and materials)

Focus Area

- To engage schools in outreach, enrollment, and retention strategies



“Connecting Phoenix Youth to Coverage”

Monthly Data Reporting Includes:

- Enrollment and Contact Numbers
 - Adults vs. Youth
 - AI/AN vs. Non-AI/AN
- New Enrollments vs. Renewals
- Events Attended with # of Attendees
- On-site enrollments per event
- Successes and challenges

NATIVE HEALTH Enrollment Program



your healthcare home

How do we identify eligible individuals?

Data Sources:

- Resource and Patient Management System (RPMS)
 - Insurance verification page
- Health-E-Arizona PLUS System (HEAplus)
 - State Medicaid portal
- In-house referrals
 - Patient or Provider requests
- Outside referrals
- Outreach event scouting/contacts

How do we keep contact information current?



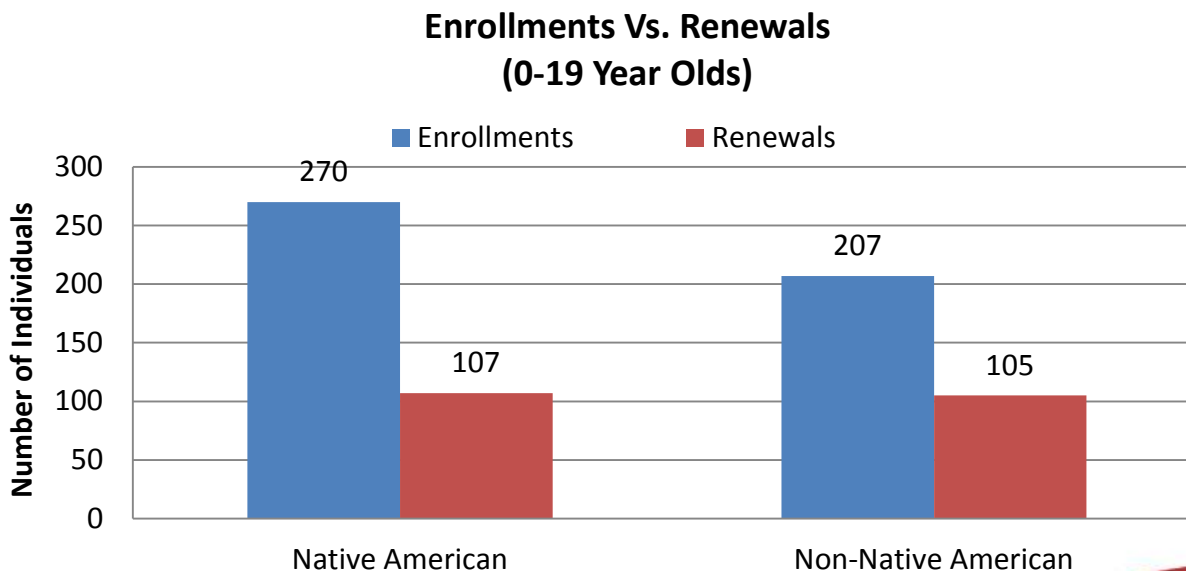
We Ask Every Time Contact is Made

- RPMS
- In-Person
- Phone
 - Patient/client asked to provide contact info
- OES staff updates contact information in HEAplus

NATIVE HEALTH Enrollment Program

Prior to July 2015:

- Enrollments were tracked via survey
- No renewal/outreach data tracking system in place
- New Enrollments vs. Renewal Data (11/12/14 to 06/30/15)*



*Gathered after July 2015 manual audit

NATIVE HEALTH Enrollment Program

Post July 2015

- Tracking is done within house/no additional software used
 - Enrollments
 - Renewals
 - Outreach Events
 - Contacts
- Proactive approach created
 - Promotes patient retention
- Room for flexibility and amendments

Retention Strategies

- **One-on-One Patient/Client Education & Awareness**
 - During office visits or appointment scheduling
 - Reinforce significance of maintaining health insurance coverage
- **Health Insurance Workshops/Events**
 - Monthly AHCCCS workshop
 - Free community event
- **NATIVE HEALTH Newsletter and Social Media Reminders**
- **OUTREACH, OUTREACH, OUTREACH**

NATIVE HEALTH Outreach



your healthcare home

Our Outreach Program

- Utilization of Communication Coordinator
- NATIVE HEALTH Outreach Employee Policy
 - All staff are required to perform 8 hours of outreach per fiscal year
- OES Team Partnership Development



Our AHCCCS Workshop

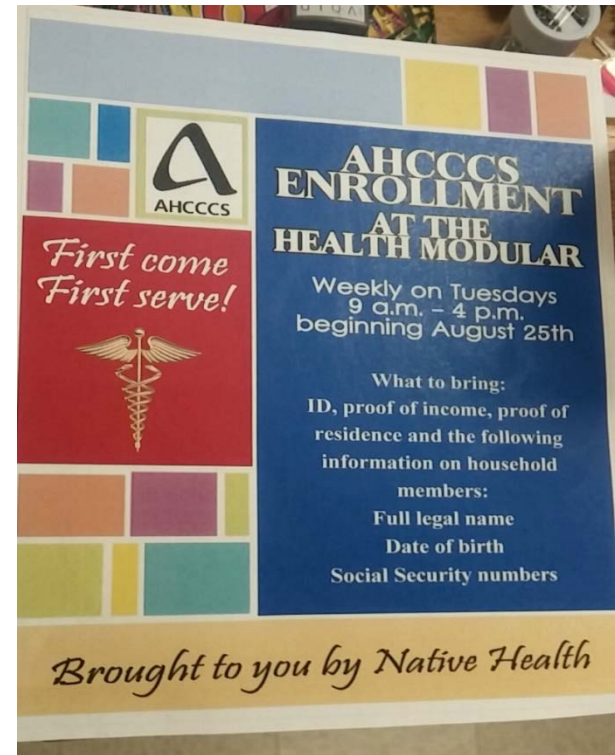
Puzzled About AHCCCS?

- What is AHCCCS?
- Initial Enrollment
- Maricopa County AHCCCS Health Plans
- Post Enrollment Process
- Modified Adjusted Gross Income
- AHCCCS Programs
- The Health Insurance Marketplace
- What We Do

Our Outreach Strategies

Consistent Presence

- Engage schools (elementary, high school, secondary education institutions)
- Health & Resource Fairs, Community Events
- Pow Wows
- Weekly/Monthly assistance at partnering facilities



Partnerships

- City of Phoenix
- Catholic Charities
- Arizona Department of Health Services
- Maricopa County Department of Public Health
- Washington Elementary School District
- Phoenix Union High School District
- Grand Canyon University
- American Indian College
- Maricopa Community Colleges
- AT Still University
- Chamberlain College
- Midwestern University
- Phoenix College
- UA Medical School
- Southwest Human Development
- Head Start
- Everest College
- Osborn School District
- Delta Dental of Arizona Foundation

Resources & Materials

Resources/Materials

- **Resources:**

- Customized Medicaid Flyers (11831-N, 11832-N, 11833-N)
- Medicaid Estate Recovery Rules & Protections brochure (NEW)(11905-N)
- AI/AN Federal Poverty Level Medicaid Fact Sheet (11912-N)
- Indian Exemption Fact Sheet (NEW)(11919-N)
- Bringing Better Health To AIAN Communities(Revised) (11638-N)

- **Website Links:**

- <http://go.cms.gov/AIANSpotlight>
- <http://go.cms.gov/AIANACA>
- <http://go.cms.gov/AIAN-OutreachEducationResources>
- <http://go.cms.gov/ANAN-CHIP-Grantees>
- <http://go.cms.gov/CMS-Tribal-Products>

Resources/Materials

- **Other website resources:**
 - www.healthcare.gov/tribal for tribal info
 - www.partnerships.cms.gov for materials
 - www.healthcare.gov to apply
 - www.cmsitustrainings.net for trainings and webinars
 - www.cms.gov/Outreach-and-Education/Medicare-Learning-Network-MLN/MLNProducts/ for Medicare Learning Network
 - <http://www.cms.gov/Outreach-and-Education/Outreach/OpenDoorForums/index.html> for Open Door Forums

Questions?

Contact Information

Anthonie Hansen

Outreach and Enrollment Specialist (CMS Connecting Youth to Coverage)

AHansen@nachci.com

(602)279-5262 Ext. 3412



your healthcare home

NATIVE HEALTH



your healthcare home

NATIVE HEALTH

4041 North Central Avenue, Building C - Phoenix
P: 602-279-5262

NHW Community Health Center

2423 West Dunlap, Suite 140 - Phoenix
P: 602-279-5351

NATIVE HEALTH Information & Referral Center

Metrocenter - lower level, next to children's play area
9617 North Metro Parkway W, Suite 1060 - Phoenix
P: 602-618-6092

NATIVE HEALTH WIC

Phoenix Indian Medical Center - 4212 North 16th Street - Phoenix
P: 602-263-1588

www.nativehealthphoenix.org