AI/AN Urban Outreach and Enrollment

Anthonie Hansen
Outreach and Enrollment Specialist
NATIVE HEALTH

www.nativehealthphoenix.org
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
Outreach & Enrollment Services

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

Assists with:
• AHCCCS (Arizona Medicaid)
• SNAP (food stamps)
• Temporary Assistance to Needy Families (TANF)
• Health Insurance Marketplace

• Expertise in Native American exemptions
• Presentations available
Our “Connecting Youth to Coverage” Grant Goals
“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
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

Enrollments Vs. Renewals
(0-19 Year Olds)

<table>
<thead>
<tr>
<th></th>
<th>Number of Individuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Native American</td>
<td>270</td>
</tr>
<tr>
<td>Non-Native American</td>
<td>207</td>
</tr>
</tbody>
</table>

*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
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:**
Resources/Materials

• Other website resources:
  – [www.healthcare.gov/tribal](http://www.healthcare.gov/tribal) for tribal info
  – [www.partnerships.cms.gov](http://www.partnerships.cms.gov) for materials
  – [www.healthcare.gov](http://www.healthcare.gov) to apply
  – [www.cmsitutrainings.net](http://www.cmsitutrainings.net) for trainings and webinars
Questions?

Contact Information

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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

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