



NATIONAL ASSOCIATION OF
Community Health Centers

Promising Practices # 5 Innovative CHIP/Medicaid Outreach and Enrollment Strategies

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Background

The Children's Health Insurance Program Reauthorization Act (CHIPRA) was passed by Congress and signed into law by the President earlier this year. This legislation included provisions for enhanced outreach and enrollment efforts in the states. CHIPRA creates \$80 million in grants for a state and local organizations to improve outreach and enrollment to children and Federally Qualified Health Centers (FQHCs) and Primary Care Associations (PCAs) are eligible to apply for these funds. In an effort to share some ideas and innovative practices included are two state examples of programs that are assisting in the outreach and enrollment to children and families in their communities.

Outreach Eligibility Workers: Connecting Families in Connecticut

The Community Health Center Association of Connecticut (CHCACT) has been contracted by the Department of Social Services in the state since 1995 to administer a Medicaid Outreach Program. Thirteen FQHCs in the state are subcontracted to help families gain greater access to affordable health coverage offered through the state's Husky Insurance plan. All thirteen centers have a full time employee onsite who screens each uninsured individual and family that accesses the center for programs or services. The Medicaid outreach and enrollment workers also facilitate outreach activities within the community, including health fairs, door to door outreach, churches, grocery stores, school, etc. The outreach workers are responsible for providing quarterly data reports to CHCACT that contain the number of applicants screened and processed as well as other activities at the health center level. The data collected is important, as it is reported back to the State and can speak to the efficiency and effectiveness of this unique program. For example, from July 1, 2007 – June 30, 2008 FQHCs in Connecticut screened 10,995 individuals for Medicaid Eligibility, processed 7,754 applications and 7,216 of those applications were approved. CHCACT has developed an extensive manual for the outreach workers and is involved in the collection of aggregate data reports as well as onsite technical

assistance and training, including quarterly meeting and conference calls with all Medicaid outreach workers.

Insuring Hard to Reach Populations: Texas Migrant Care Network

In the state of Texas, reaching the population of Migrant and Seasonal Farm Workers (MSFWs) and their families poses a unique challenge due to their high mobility rate. A large majority of MSFWs accessing services through out-of-state Community and Migrant Health Centers are treated as uninsured. The Texas Medicaid Agency has come up with a solution to improve the continuity of care provided to children of MSFWs. The state created the Texas Migrant Care Network, which allows out-of-state providers to enroll as Texas Medicaid providers, which permits them to bill for services provided to currently enrolled Texas Medicaid eligible migrant children and other family members from Texas. The Texas Association of Community Health Centers (TACHC) is working as part of this initiative to target migrant health care providers in other states and bring them into the Texas Medicaid system. In addition, TACHC is working to identify and enroll MSFWs and assure their coverage is maintained by connecting them with out-of-state providers in the area they may be traveling to. TACHC provides training and technical assistance as well as Spanish language educational materials to the outreach staff stationed at health centers. In addition TACHC maintains an updated list of out-of-state providers enrolled in Texas Medicaid that is available for the outreach workers to access.

Contact

Evelyn A. Barnum, J.D.
Chief Executive Officer
Community Health Center Association of Connecticut
375 Willard Avenue
Newington, CT 06111-2370
860.667.7820
ebarnum@chcact.org

Petagaye Nembhard, MBA
Program Manager
Community Health Center Association of Connecticut
375 Willard Avenue
Newington, CT 06111-2370
860.667.7820
PNembhard@chcact.org

Jana Blasi
Deputy Director
Texas Association of Community Health Centers
5900 Southwest Parkway
Building 3
Austin, TX 78735
512-329-5959
jblasi@tachc.org

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Prepared by:
Colleen Boselli, State Policy Analyst
Department of Federal and State Affairs
National Association of Community Health Centers
7200 Wisconsin Avenue, Suite 210
Bethesda, MD 20814
cboselli@nachc.com
301-347-0400 (main)
301-347-0459 (fax)
www.nachc.com

NACHC mission statement

To promote the provision of high quality, comprehensive and affordable health care that is coordinated, culturally and linguistically competent, and community directed for all medically underserved populations.