Healthy Communities

Outreach, Health Education and Case Management for Colorado Medical Assistance Programs
Objectives

Educate about the Healthy Communities model

- Present background information
- Describe role of the Family Health Coordinators
- Provide contact information
Background Information

The Department has provided outreach for both Colorado public health insurance programs
- Medicaid since 1965
- Child Health Plan *Plus* (CHP+) since 1997
Background Information

Early and Periodic Screening, Diagnostic and Treatment (EPSDT) Outreach and Administrative Case Management services for children enrolled in Medicaid

– In the past, about 50 EPSDT Outreach Coordinators situated throughout the state:
  • Worked with families, children and pregnant women
  • Provided education on benefits, care coordination, etc.
Prior to 2010, contract with MAXIMUS, Inc. for CHP+ marketing and outreach efforts

- Media advertizing and marketing materials
- Eleven Regional Outreach Coordinators (ROCs) promoted CHP+ program statewide
Healthy Communities

• Beginning in 2010, Healthy Communities combined best from:
  – EPSDT Outreach and Administrative Case Management
  – CHP+ outreach program

• New outreach model addresses that:
  – Families do not always understand distinction between Medicaid and CHP+
  – Many families have one child enrolled in Medicaid and another enrolled in CHP+
Healthy Communities
Connecting You to Health Care

Family Health Coordinators

EPSDT Outreach and Administrative Case Managers

CHP+ Regional Outreach Coordinators
How are Healthy Communities program services delivered?

• Department has contracted with local:
  – Departments of public health
  – Nursing services
  – County departments of human and social services
  – Regional hospitals

• Contractors have dedicated staff to serve as Family Health Coordinators
  – Nearly 100 Family Health Coordinators statewide
  – Encompass duties previously performed by EPSDT Outreach workers and CHP+ ROCs
How are Healthy Communities program services delivered?

Boulder County Housing & Human Services
Broomfield Health & Human Services
Clear Creek County Public Health
Delta County Public Health
Denver Health & Hospital Authority
Eagle County Health & Human Services
El Paso - Memorial Hospital
Fremont County Public Health Agency
Garfield County Public Health Agency
Jefferson County Public Health
Kit Carson Health & Human Services
Larimer County Department of Health
Mesa County Health Department
Montrose Health & Human Services
Northeast Colorado Health Department
Northwest Colorado Visiting Nurses Association
Otero County Health Department
Park County Public Health Agency
Prowers County Public Health & Environment
Pueblo County Department of Social Services - Pueblo Step Up
Rio Grande County Nursing Service
San Juan Basin Health Department
Teller County Public Health Department
Tri County Health Department
Weld County Health Department
Implementation

- Outreach is provided through partnerships with
  - Medicaid enrollment broker
  - CHP+ eligibility and enrollment contractor
  - Health care providers and managed care organizations
  - Community-based organizations
  - Health Care Providers and provider organizations
  - Coalitions and task forces
  - Foundations and employers
Family Health Coordinators

- Inform family about Medicaid and CHP+
- Facilitate successful enrollment
- Ensure applicants find accessible and culturally sensitive community resources and health care providers
- Educate families on available program benefits and the importance of preventative care
- Promote access to Medical Home
  - Empower families to take responsibility for their health care
Family Health Coordinators

• Maintain lists of current providers accepting new clients, office hours and ages accepted to ensure proper referrals
• Offer billing assistance to providers
• Assist providers with clients who have missed appointments
• Work with community partners to maintain list of local community resources
Evaluation of model

Success is measured by:

• **Family Outcomes:** Customer satisfaction survey
• **Improved Child/Youth Outcomes:** Increased well-child visits
• **Improved System Outcomes:** Decreased duplicative services and ER visits
• **Increased Enrollment and Re-enrollment:** Increase in average number of months that clients are eligible
• **Increased Access to Care:** Increase in the number of appointments kept after missed-appointment follow-up
Contact Information

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Family Health Coordinators
https://www.colorado.gov/pacific/hcpf/family-health-coordinator-list
Questions?