

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.



Background Information

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



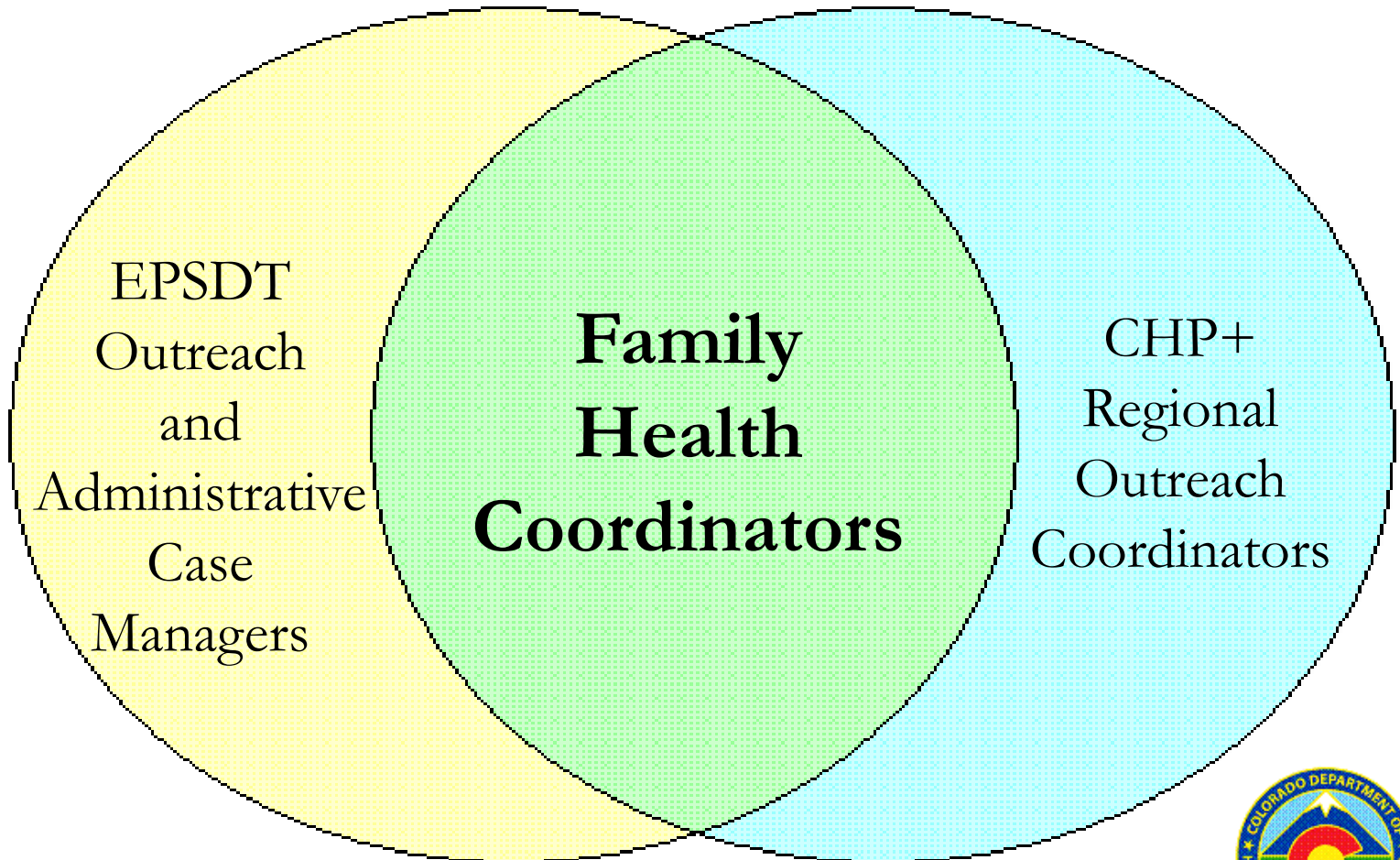
Healthy Communities

- 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



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

Jeff Helm, Healthy Communities Program and
Contract Manager

303-866-2267 jeff.helm@state.co.us

Family Health Coordinators

<https://www.colorado.gov/pacific/hcpf/family-health-coordinator-list>



Questions?

