



Michigan Primary Care Association



Children's Health Insurance Community-Based Outreach and Enrollment Program

www.mPCA.net/enroll.html



About MPCA

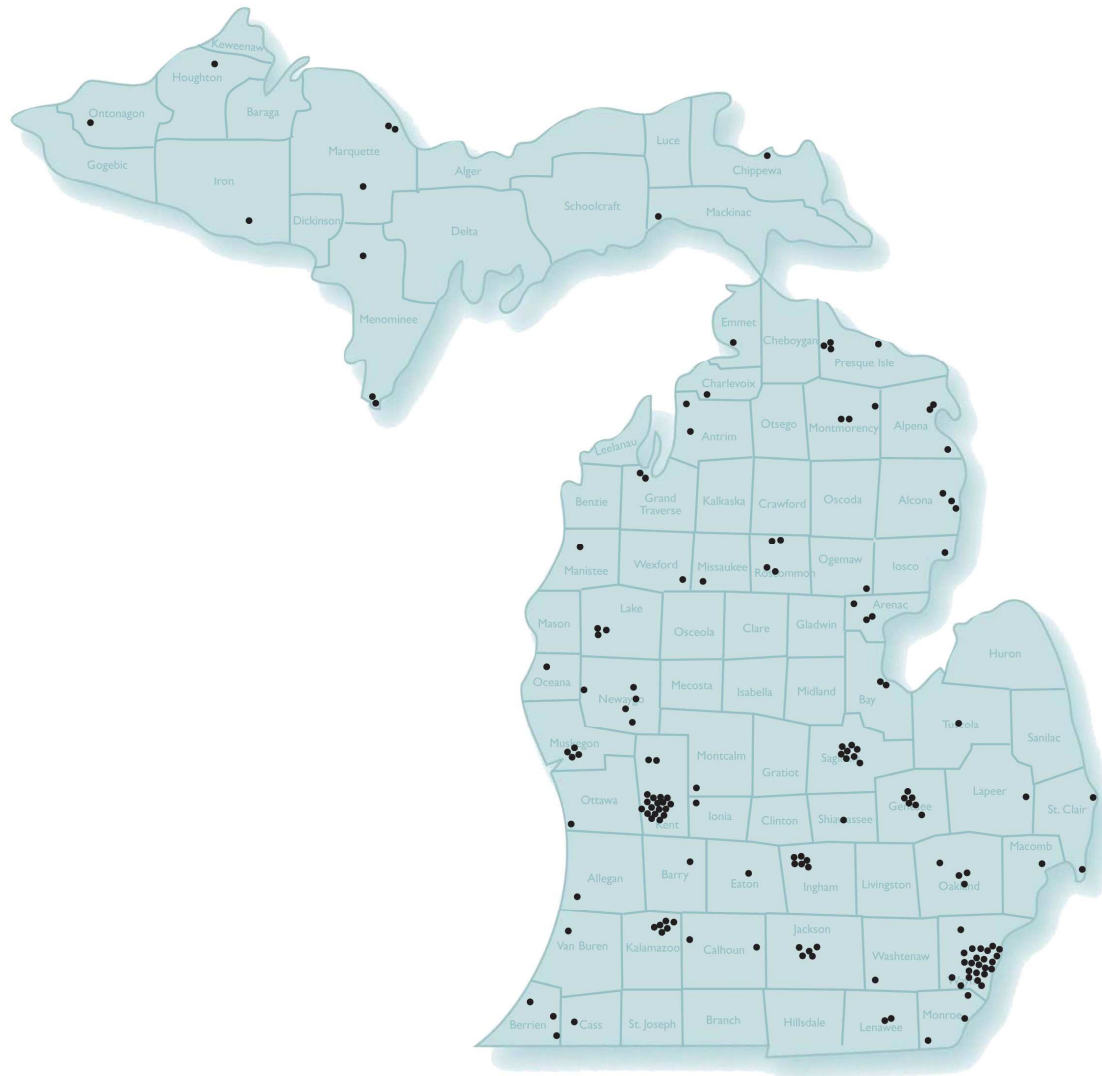
- The Michigan Primary Care Association is a non-profit organization working to promote, support and develop comprehensive, community governed, quality health care that ensures excellent health and quality of life for Michigan residents.
- MPCA provides technical assistance, consultation, training opportunities, collective advocacy, network facilitation and program support to Community Health Centers and other community-based providers across the state.



About Community Health Centers

- Community Health Centers have been providing comprehensive, accessible, affordable, quality primary and preventive health care for over 40 years.
- Today, 32 Michigan Community Health Centers are the health care home for over 600,000 patients annually at 160 sites across the state.
- Michigan Community Health Centers are part of a nationwide network of 1,200 Health Centers spread across 50 states and all U.S. territories that provide care for 20 million people at 7,500 locations.
- In 2007, 90% of Michigan Health Center patients had incomes up to 200% of the federal poverty level; 33% were uninsured and 48% had public insurance (Medicare, Medicaid, CHIP).

Map of Community Health Centers





Facts Across Michigan

- From 2006 to 2007, the percentage of Michigan's children who lack health insurance increased from 4.7 percent to 6.2 percent of the population.
- The percentage of Michigan's youngest children (ages 0-5) without insurance increased from 4.6 percent in 2006 to 7.8 percent in 2007.
- Children and adults under 65 in Michigan with family incomes below 200 percent of the federal poverty level were almost three times as likely to be uninsured.
- **In total, there are 142,000 uninsured children across the State of Michigan.**



MPCA Children's Health Insurance Outreach & Enrollment Initiative

- MPCA received nearly \$1 million in grant funding from the Centers for Medicare and Medicaid Services in October of 2009
- Funding was given to support a two year community-based, state-wide enrollment program for HealthyKids and MIChild
 - Both programs offer families comprehensive health coverage including regular check-ups, dental coverage, prescription drugs and immunizations at little or no cost.



Additional Program Goals

- Develop a processes and set of best practices for outreach and enrollment in Children's Health Insurance programs
- Increase the number of effective enrollment sites
- Develop a family education component of the enrollment process to link newly enrolled families with medical homes and help them understand their coverage
- Develop a simplified re-determination process and work with families enrolled to keep them covered
- Explore implementation of the processes, best practices and solutions we develop as training for new enrollment agencies and to enhance the work of current enrollment sites



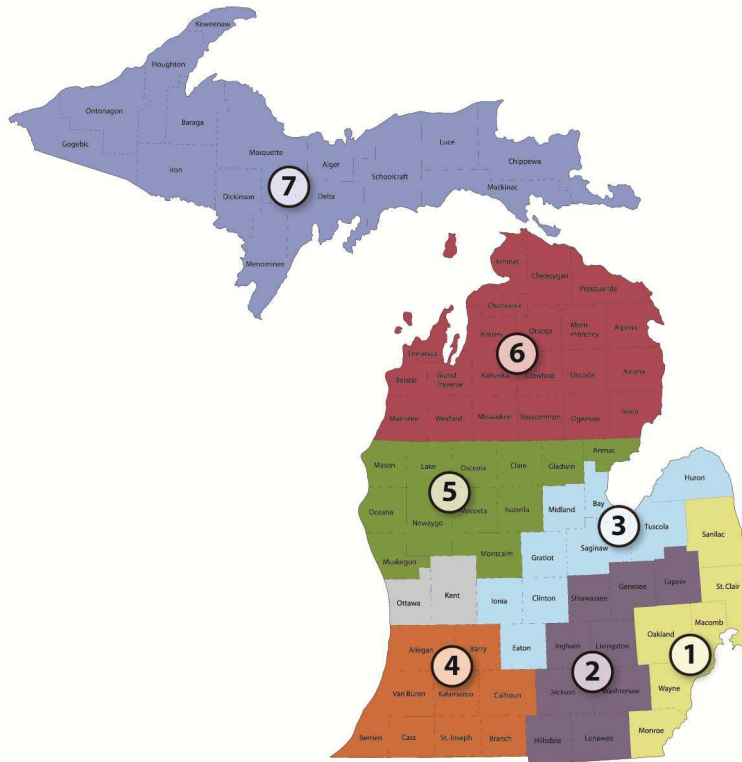
United Way and 2-1-1

- 2-1-1 is being leveraged as a referral and information system to connect families with our enrollment program
- Our partnership with the United Way revolves around a venture call the Michigan Benefit Access Initiative
 - “Bundled Benefits” ensure families receive all assistance they are eligible for and that Michigan doesn’t leave federal dollars untapped to provide assistance

Community-Based Outreach

- Community Outreach Specialists working as part of MPCA's grant efforts are stationed in Health Centers working with communities across the state:

- Detroit
- Lansing
- Jackson
- Saginaw
- Marquette
- Baldwin
- Bangor
- East Jordan





Community-Based Outreach

- Outreach Specialists provide “on-site” enrollment for families in community environments including neighborhood centers, schools, faith-based organizations, shelters and many more.
 - 1. Health Centers
 - 2. Unemployment and Social/Financial Services
 - 3. Low-Income Housing
 - 4. Schools and Related Programs
 - 5. Community Base Organizations and Social Services
- Our outreach philosophy looks at the “complete person”, not only enrolling families in quality health coverage programs but helping them submit verification documents, better understand their benefits, find a medical home and get referrals for other helpful programs and services



Getting Kids Covered

- Over the course of our two year program we hope to enroll 12,000 children in free and low-cost health insurance programs.
- Our initiative will be used as an example for other states and organizations to help cover more children.
 - Simplifying the enrollment and follow-up process
 - Implementing scenario-based learning strategies for staff
 - Use of technology
 - Outreach Case Management
 - Community Mapping
 - Distance Learning / Online Meetings
- The strategies we develop to make enrollment easier and more efficient for families will be used to train outreach and enrollment staff across the State of Michigan, and eventually the country.



Working Together

- Our efforts rely on local partners- organizations in communities across Michigan who work with low-income and working families.
 - Your organization can help get Michigan children covered by partnering with your regional Community Outreach Specialist to co-host events, trainings and developing referral systems
 - Partnerships range from assisting Outreach Specialists in distributing informational materials to inviting your local specialist to enroll families at your organization



Working Together

- Contact your local Community Outreach Specialist today to learn more about becoming a program partner:

1.	Jackson, MI	Erin Sloan-Turner	517-899-3441	esloan-turner@mpca.net
1.	Lansing, MI	Natsumi Asanuma	517-899-9525	nasanuma@mpca.net
2.	Detroit, MI	Jazmine Steele	517-899-3970	jsteele@mpca.net
3.	Baldwin, MI	Sandra Kardux	517-899-6838	skardux@mpca.net
6.	East Jordan, MI	Cynthia Carpenter	517-899-4944	ccarpenter@mpca.net
7.	Marquette, MI	Marcella Krupski	517-899-5641	mkrupski@mpca.net