



Montana Department of Public Health and Human Services
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CHIPRA

Outreach & Enrollment Grant

In October 2009, Healthy Montana Kids (HMK) was awarded a CHIPRA Outreach & Enrollment Grant from the Centers for Medicare and Medicaid Services. HMK applied for this grant because:

- Many of Montana's children have no health care coverage
- A significant number of those children meet current eligibility requirements for the HMK Plan (formerly children's Medicaid and CHIP)



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GRANT OVERVIEW:

- Outreach was focused on Native American and rural populations in Montana
- Timeline was October 1, 2009 to September 30, 2011
- There were 17 coalition members which included: Native American Tribes, Federally Qualified Health Centers, Critical Access & Small Rural Hospitals, and Head Start Agencies

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BARRIERS TO HMK ENROLLMENT:

- Lack of public awareness of program
- Belief of families that children are not eligible, i.e. farming and ranching families
- Reliance on Indian Health Service facilities
- Challenges with understanding application
- Difficulties gathering income documentation

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SPECIFIC OUTREACH OBJECTIVES:

- Provide application assistance to families
- Identify and follow up with potentially eligible families who have not applied for the HMK Plan, either by phone or in person
- Assist HMK staff with retention of children who are nearing the end of their HMK coverage span

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GENERAL OUTREACH OBJECTIVES:

- Develop a comprehensive screening program to ensure all children and teenagers are evaluated for eligibility in the HMK Plan
- Partner with schools, sports programs, IHS/tribal health providers, employers, churches, etc.
- Seek to have all health care providers, including IHS and tribal health providers, become HMK participating providers

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Performance-based funding:

- Based on geographic area of operation by county to help avoid duplication of effort
- Each Coalition Partner received base funding of \$7500 for start up costs
- Additional reimbursement of \$30 *per application* will be disbursed monthly, taking into account the processing time of 45 days and receipt of income documentation
- HMK average is two children per application

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Target Population Definition:

- Uninsured children under the age of nineteen
- Living in households with income at 250% or less of the Federal Poverty Level
- In agreed upon counties or reservations of coverage

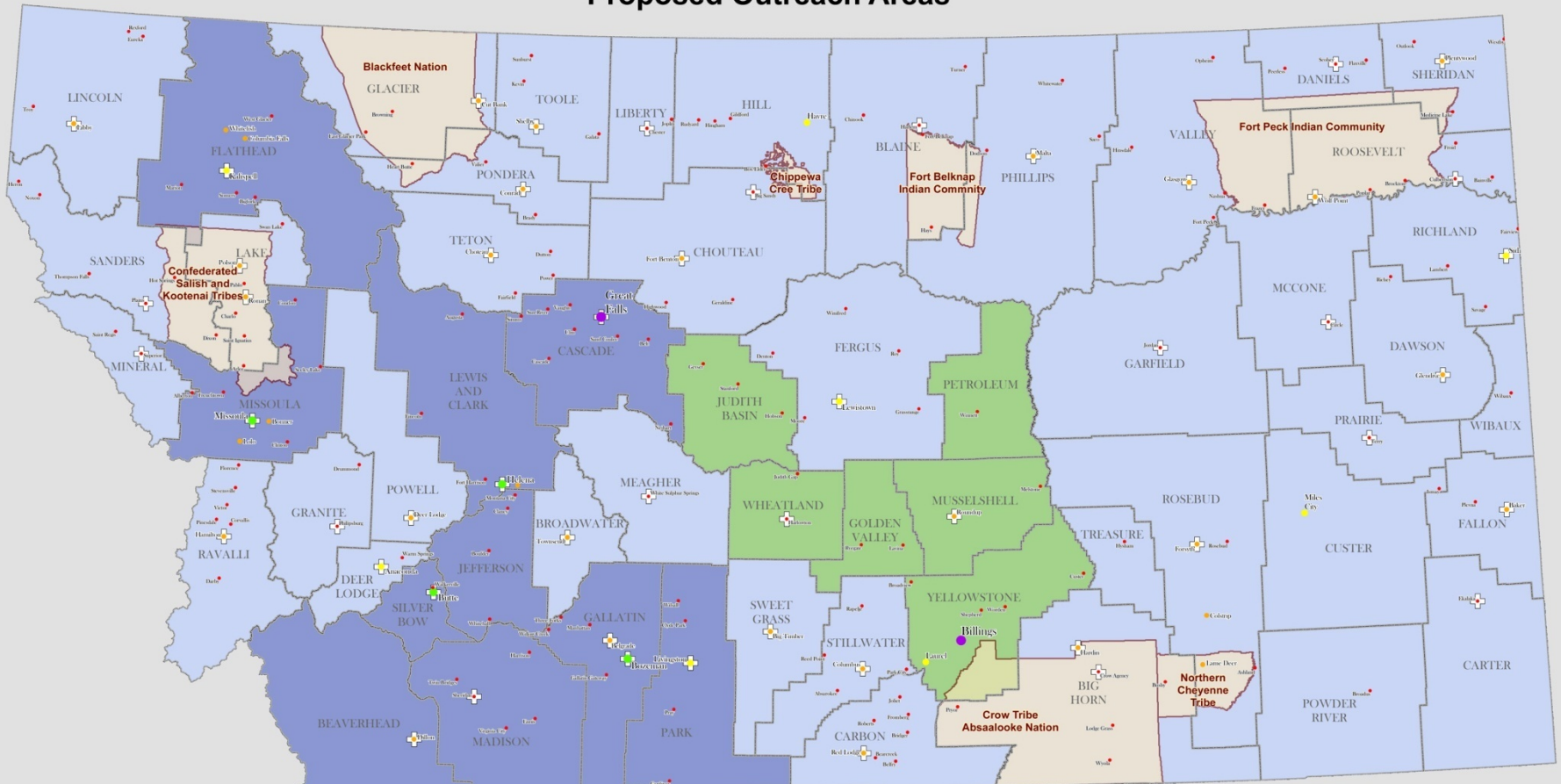


HMK Plan Income Guidelines

Family Size	Family annual income *
2	Up to \$36,775
3	\$46,325
4	\$55,875
5	\$65,425
6	\$74,975

* Families who earn more than the guidelines should apply because additional adjustments are made for family members who are employed and/or pay for child care or care for a dependent adult. The annual deductions are \$1,440 for each employed adult and \$2,400 for each child or adult receiving care.

CHIPRA Outreach & Enrollment Grant Coalition Partners Proposed Outreach Areas



Influenced Counties	City Population
Light Blue: Critical Access, Small Rural Hospitals	Red Dot: 6 - 1497
Dark Blue: Qualified Health Centers (FQHC)	Orange Dot: 1538 - 4802
Green: Head Start Agencies	Yellow Dot: 5217 - 11917
Tan: Native American Tribes	Green Dot: 22660 - 42918
White: Unassigned	Purple Dot: 55097 - 81151
White with Cross: Partner Health Facility	



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HMK Target Population Estimates:

- US Census Bureau, Small Area Health Insurance Estimates, 2006 – just released August 2009
- County percentage of Native American population is from 2008 US Census Bureau estimate
- Help with research and compiling was provided by the Census and Economic Information Center, Montana Department of Commerce

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Coalition Partner Target Population Estimates:

- HMK provided its estimate of the number of target population applications per Coalition Partner
- HMK accepted for review, until April 15, 2010, revised estimates from the Coalition Partners, along with the methodology used for calculation
- The initial reimbursement rate per application was subject to HMK's review and acceptance of all the Coalition Partner's estimates



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COALITION PARTNERS:

- Billings Head Start
- Blackfeet Nation
- Butte Community Health Center
- Cascade City-County Health Department
- Central Montana Head Start
- Chippewa Cree Tribe
- Community Health Partners
- Confederated Salish & Kootenai Tribe
- Crow Tribe Absalooke Nation
- Flathead Community Health Center
- Fort Belknap Indian Community
- Fort Peck Indian Community
- Helena Cooperative Health Center
- Healthy Montana Kids – DPHHS
- Montana Health Research and Education Foundation – (Represents 47 Critical Access and Small Rural Hospitals)
- Northern Cheyenne Tribe
- Partnership Health Center

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Outreach strategies

- Incentives
- Temporary additional staff
- Localized advertising
- Sub-grants (\$5,000-\$25,000)
- Respected elder campaign (poster)



Free or low-cost health coverage for children and teenagers up to age 19. For details on how to apply for HMK, call Medical Resources at 477-4466.

“Healthy Northern Cheyene children will carry the tribe into the future. Healthy elders instill the traditions and show the way. Having the children enrolled with Healthy Montana Kids strengthens the whole tribe.”



Mary Underwood



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