



**CASBHC's CHIPRA Outreach and Enrollment Grants:  
Maximizing Enrollment of Medicaid and CHP+ Eligible  
Kids at School-Based Health Centers**

**National Children's Health Insurance Summit  
November 1, 2011**

# Presentation Goals:

- Understand the Opportunities for Outreach and Enrollment (O&E) at Schools and SBHCs
- Learn about CASBHC's O&E Strategies
- Identify Lessons Learned
- Discuss Opportunities to Sustain O&E Activities

# Colorful Colorado



- 78,437 children eligible but not enrolled in Medicaid and CHP+(1)
- Between 2008-2009, Colorado had largest increase in participation rate for children in Medicaid and CHP+ (2)
- Fastest growing child-poverty rate in the nation (3)
- CASBHC awarded CHIPRA Outreach and Enrollment Grant Cycle I and Cycle II

(1) Colorado Health Institute (2011), "Eligible but not enrolled children, ages 0-18 2009". Denver, Colorado.

(2) Kenney, G. M., Lynch, V., Haley, J., Huntress, M., Resnick, D., and Coyer, C. (2011) "Gains for Children: Increased Participation in Medicaid and CHIP in 2009". Urban Institute: Washington, D.C.

(3) Colorado Children's Campaign. (2011). "2011 Kids Count in Colorado". Denver, Colorado.

# Colorado's School-Based Health Centers

- Safety net provider for children and adolescents
- Convenient, high-quality, low-cost health services located in school or on a school campus
- Comprehensive services: physical health, behavioral health, preventative dental care, health education and more
  - 48 SBHCs in 19 school districts in Colorado
  - Estimated 1,900 SBHC across the United States

ADAMS CITY HIGH SCHOOL



**DID YOU KNOW?**  
MANY STD'S HAVE NO SYMPTOMS!  
**GET TESTED**  
ALL YOU HAVE TO DO IS PEE IN A CUP!

**IT'S YOUR CHOICE...**



**Smoke Opponents**  
Not Cigarettes



River 108



# CASBHC's CHIPRA Grants: Replicating a Success Model to Expanding a Successful Model

Target population: school age kids

Focus on: Latino youth, adolescents, Native Americans,  
and children living in isolated rural areas

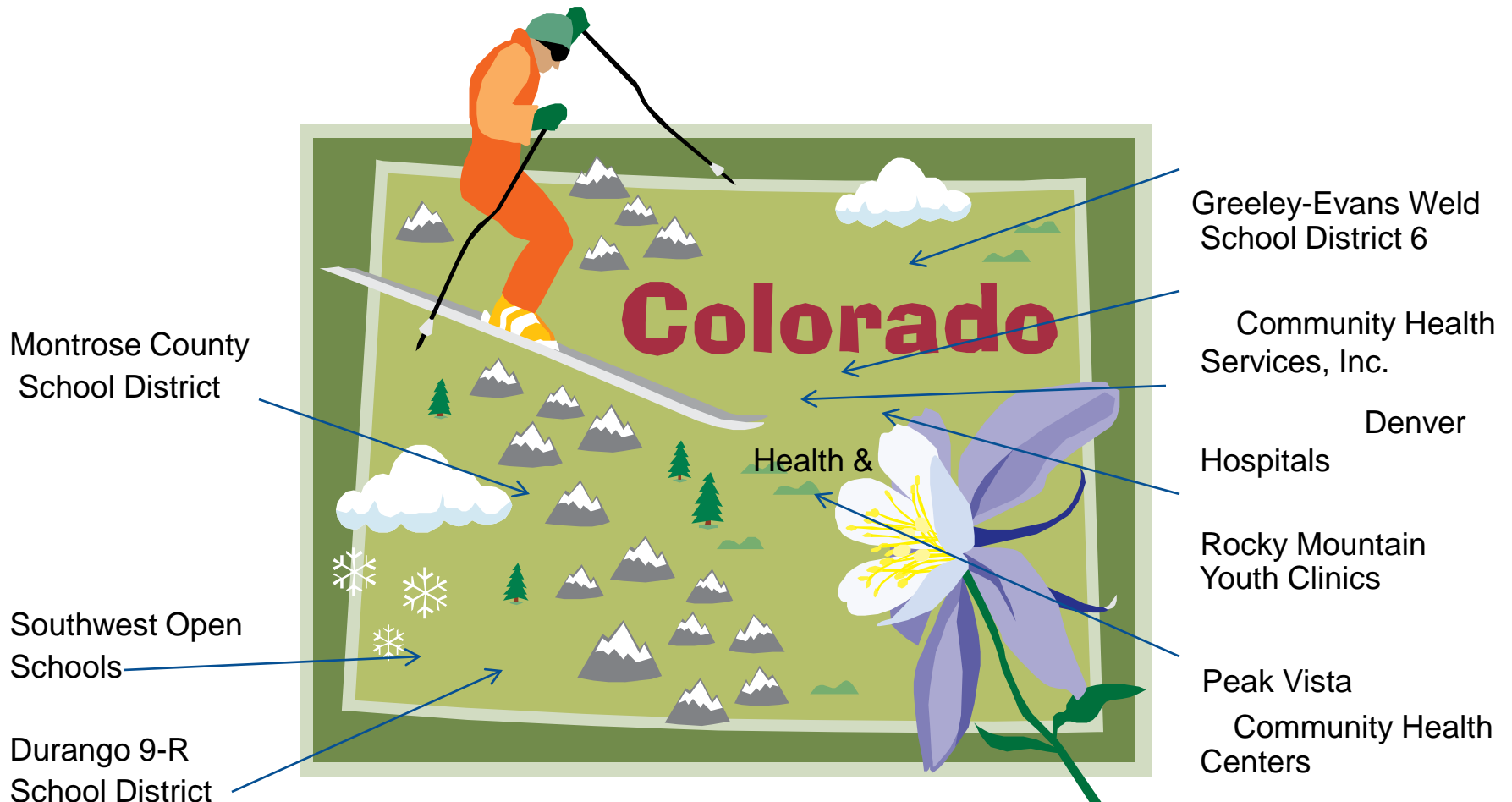
Cycle I: Replicated Specific Outreach Model at 5 SBHCs (9 sites)  
across Colorado



Cycle II: Expanding Outreach Model: Multiple Strategies at 8 SBHCs (27 sites)



# Pilot Sites



# Cycle I: Outreach Strategy

Use school data  
(health insurance status and free  
and reduced lunch eligibility)  
and school IT systems to  
find kids at school and enroll them  
via the SBHC

## Putting the Pieces Together

- Establish An O&E Team
- Identify Needed Supports
- Get Schools Forms/Consents Ready
- Decide How To Collect Data

## Performing Targeted Outreach

- Develop List of Targeted Students
- Provide Outreach & Application Assistance to Identified Families
- Note Renewal Date

## Keeping the Momentum

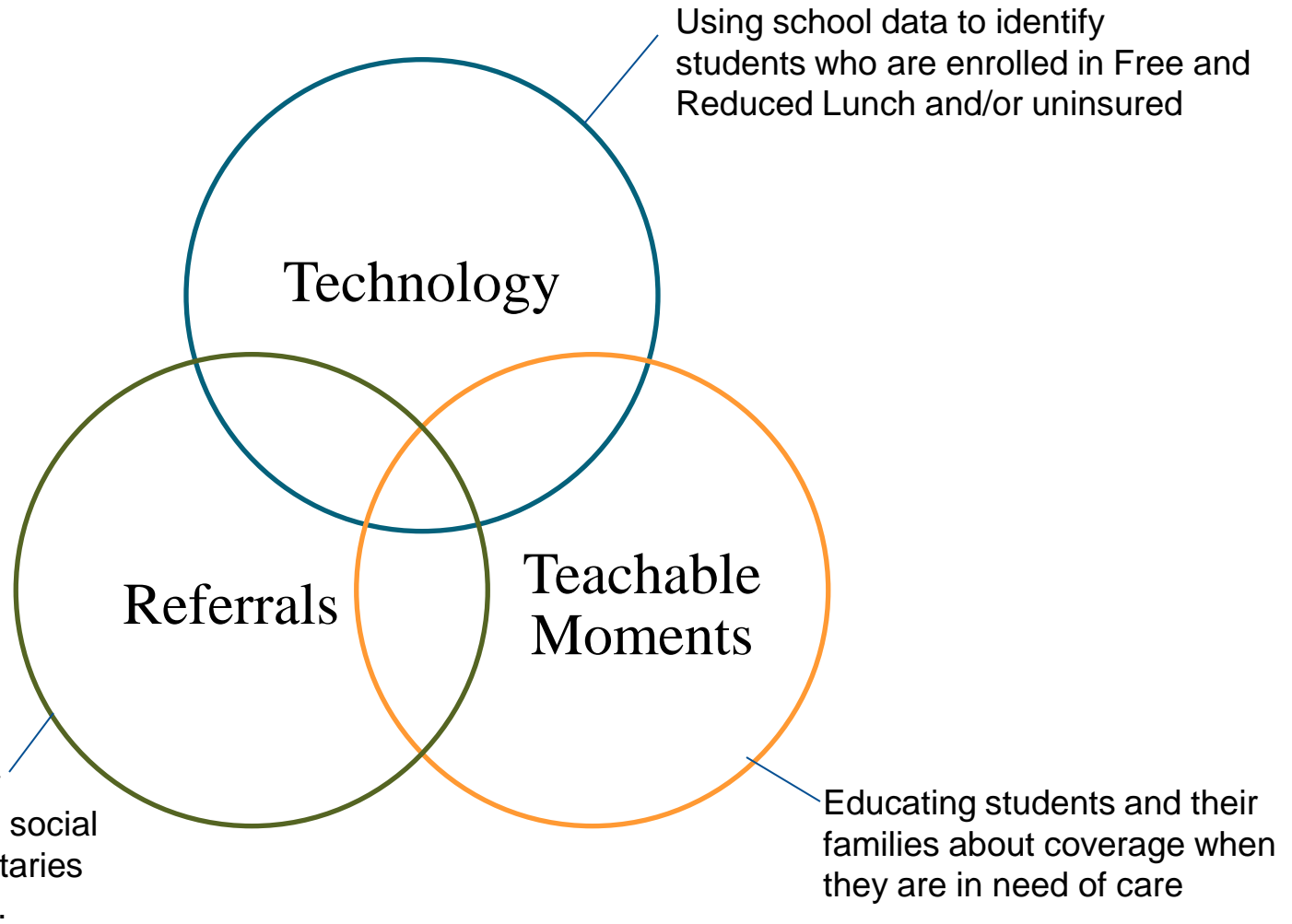
- Track/Monitor Renewal Dates for Families
- Provide Reminder and Renewal Assistance

# Cycle I Successes

- 2-Year Goal: 2,004 children enrolled/renewed in Medicaid and CHP+
- 2-Year Actual: Over 2,600 children enrolled in Medicaid and CHP+ through CHIPRA activities (≈1,700 new and ≈900 renewed)
- ≈87% enrollment rate over entire grant period



# Cycle II: Outreach Strategies



# Lessons Learned

- One size does not fit all in outreach strategies
  - Realistic expectations: data sharing
- Timing of the school year impacts outreach
  - Walk in school staffs' shoes
- Coordinating school staff and partners



# Lessons Learned

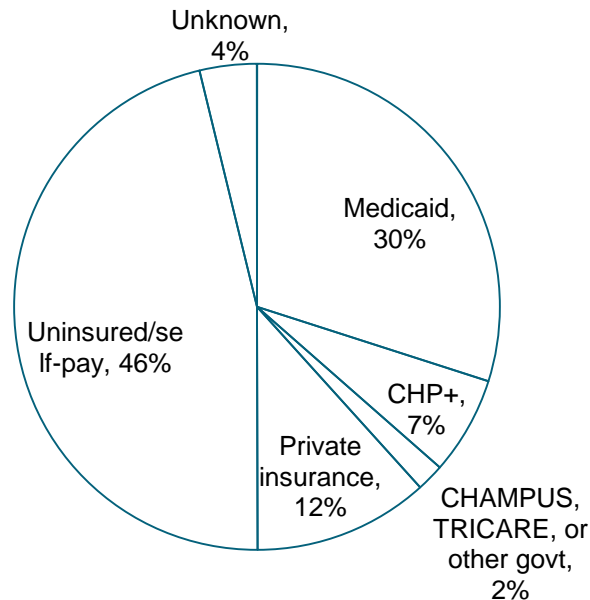
- Realistic expectations: marketing versus enrolling
  - Case management approach to outreach
    - Trusted O&E staff
    - Be there when health is on the mind
  - Comprehensive support for O&E staff
    - Address local barriers

# Sustaining O&E in Schools

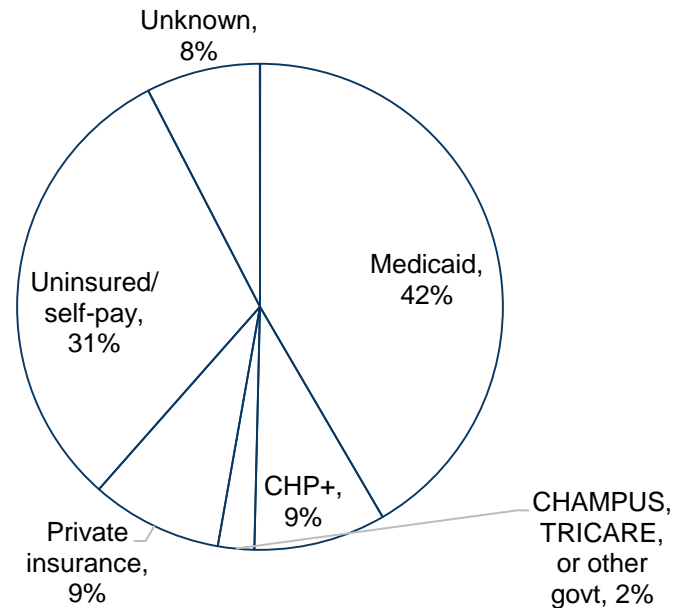
- Increase in Medicaid and CHIP patient mix

CASBHC and Colorado Health Institute, 2010 Annual Survey Data

SBHC users by insurance source, Colorado, 2008-2009



SBHC users by insurance source, Colorado, 2009-2010



# Sustaining O&E in Schools

- **Medicaid School Health Services Program (direct services):**  
A Medicaid program that provides health services to Medicaid enrolled clients as prescribed in the student's Individualized Education Plan (IEP) or Individualized Family Service Plan (IFSP).

Schools are reimbursed for certain services provided by specific staff to students enrolled in Medicaid who have an IEP or IFSP. Colorado law requires schools to use the reimbursed funds to be used on health-related services.

- **Medicaid Administrative Claiming (administrative services):**  
A Medicaid program that allows for reimbursement for certain costs related to administrative activities that support the Medicaid program, including outreach services and application assistance.





POSSIBILITY – Man’s mind stretched to a new idea never goes back to its original dimension.

Source: calendar hanging in my office

**Thank You!!**

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