
Oregon Healthy Kids

Express Lane Eligibility

November 2011

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What is Oregon Healthy Kids?

- Healthy Kids is a recently expanded program administered by the State of Oregon, which offers no-cost or low-cost health coverage for all uninsured Oregon kids and teens up to their 19th birthday
- There is one program with three options depending on family income: no cost, low cost and full cost
- No family makes too much money for Healthy Kids. Employed or unemployed, even middle-income families may qualify
- Comprehensive benefits include medical, dental, vision, preventive care, prescription drugs, and behavioral health including chemical dependency treatment



Statewide Outreach and Marketing

- Community Partners
- Paid and Earned Media
- School-Based
- Communities of Color
- Providers
- Process Improvement



As of September 30...

- Oregon has increased enrollment in Healthy Kids by 101,248 since launching outreach efforts in 2009
- This means that 371,501 young lives are currently covered by Healthy Kids
- In 2009, there was a youth uninsurance rate of 11.3%; Oregon has cut that rate in half to 5.6%



Express Lane Eligibility (ELE): Supplemental Nutritional Assistance Program (SNAP)

Family applies and is found eligible for SNAP benefits

One month later, family receives abbreviated Healthy Kids application

Collects minimum amount of information

Opportunity doesn't "time out"

Form updated in tandem with the full application

Family submits application via mail/fax or over the phone and the child or teen likely receives health benefits

If the medical eligibility worker needs more information, they will call the family



ELE: SNAP (cont.)

- Project began in September 2010
- If the family does not submit the abbreviated Healthy Kids application: At the six month renewal of SNAP, the family will receive a full Healthy Kids application
- SNAP eligibility specialists integrate Healthy Kids into their script asking questions about enrollment and renewal
- Healthy Kids application packet for SNAP goes out in English, Spanish, Russian, and Vietnamese
- With 5,520 applications received, 4,193 were enrolled via SNAP



ELE: Free and Reduced Lunch (FRL)

Family submits FRL application to school and does not *opt out* of being contacted about health coverage for their child

All FRL applications are compiled at the district level

The time line may be affected by districts using paper applications

Direct certifications may not be included

School districts send lists of FRL kids to the Oregon Health Authority

FRL family receives abbreviated Healthy Kids application

Family submits application via mail/fax or over the phone and the child or teen likely receives health benefits



ELE: FRL Logistics

- Change FRL form via the Oregon Department of Education
- Discuss data collection and sharing with software companies
- Partner with school district administrators and child nutrition staff
- Align FRL project with DHS IT staff and systems
- Prepare mailing to FRL families with abbreviated Healthy Kids application (currently only in English)
- Coordinate increased workload with medical eligibility management



Thank you! Thank you! Thank you!

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