

Online Enrollment



Oklahoma Health Care Authority

<http://www.mySoonerCare.org>

OHCA's previous electronic apps

- e-NB1 Electronic Newborn Program
 - Previously, hospital sent paper form to OKDHS. Baby added in 5-30 days – avg 18.
 - OHCA made an electronic, real-time version of the NB1 form.
 - Assigns ID, enrolls, and aligns with selected PCP.
 - Returns confirmation to be given to Mom and provider.
 - More than 92% of babies are now added to coverage by the time they are 3 days old.

OHCA's previous electronic apps

- Insure Oklahoma Premium subsidy program
 - For insured employees of small employers
 - Application can be done by applicant or agent
 - Returns decision in real-time, but with future effective date, pending submission and examination of documentation
 - IO expands, creates Individual Plan for college students, working disabled, self-employed, and those on unemployment benefits.
 - Approximately 32,000 members

Why Create Online Enrollment?

- Over 500,000 Non-insured Oklahomans
- 22% Of Uninsured Live In Rural Areas
- Enrollment Process Was Outdated And Cumbersome
- People Are Unsure If They Qualify

Previous Eligibility System



| | | Tue | Wed | Thu | Fri | Sat |
|-----------------------------------|----|-----|-----|-----|-----|-----|
| Prospective Member Applies | | 2 | 3 | 4 | 5 | 6 |
| | 7 | 8 | 9 | 10 | 11 | 12 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | | | 27 |
| 28 | 29 | 30 | | | | |

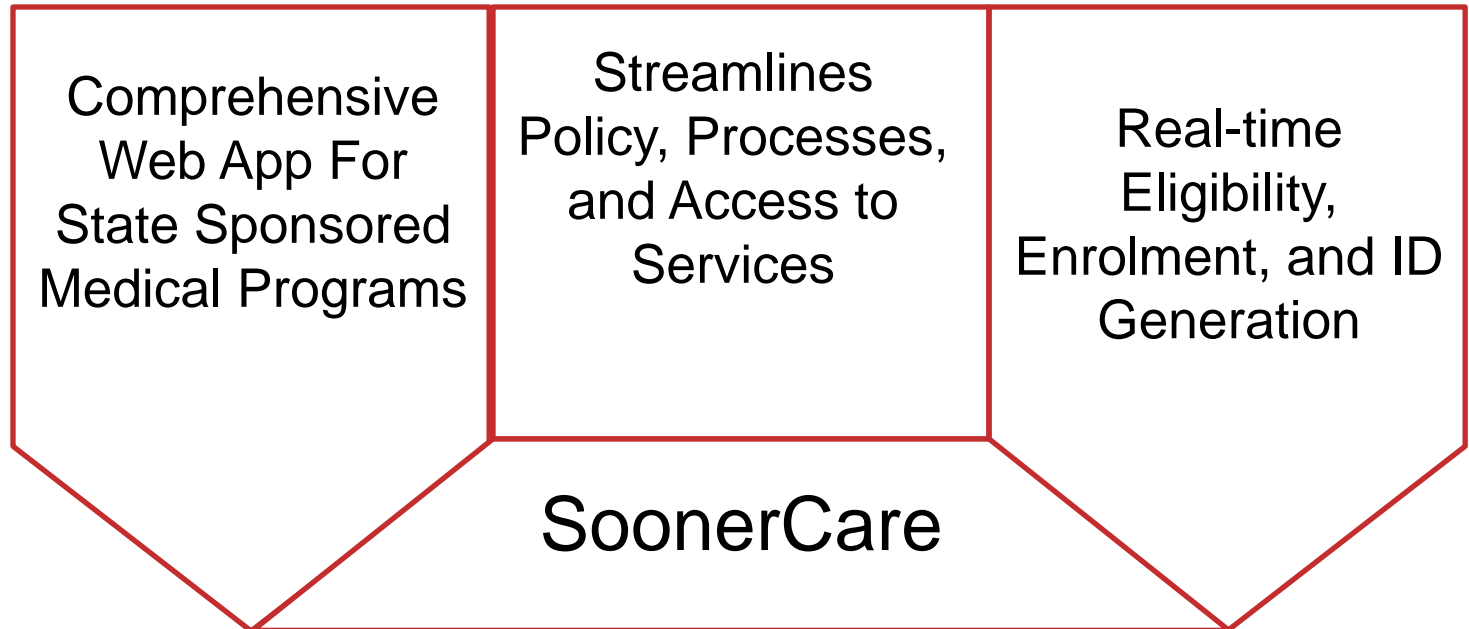
Eligibility Decision Deadline

At Least 20 days for Decision!

Project Goals

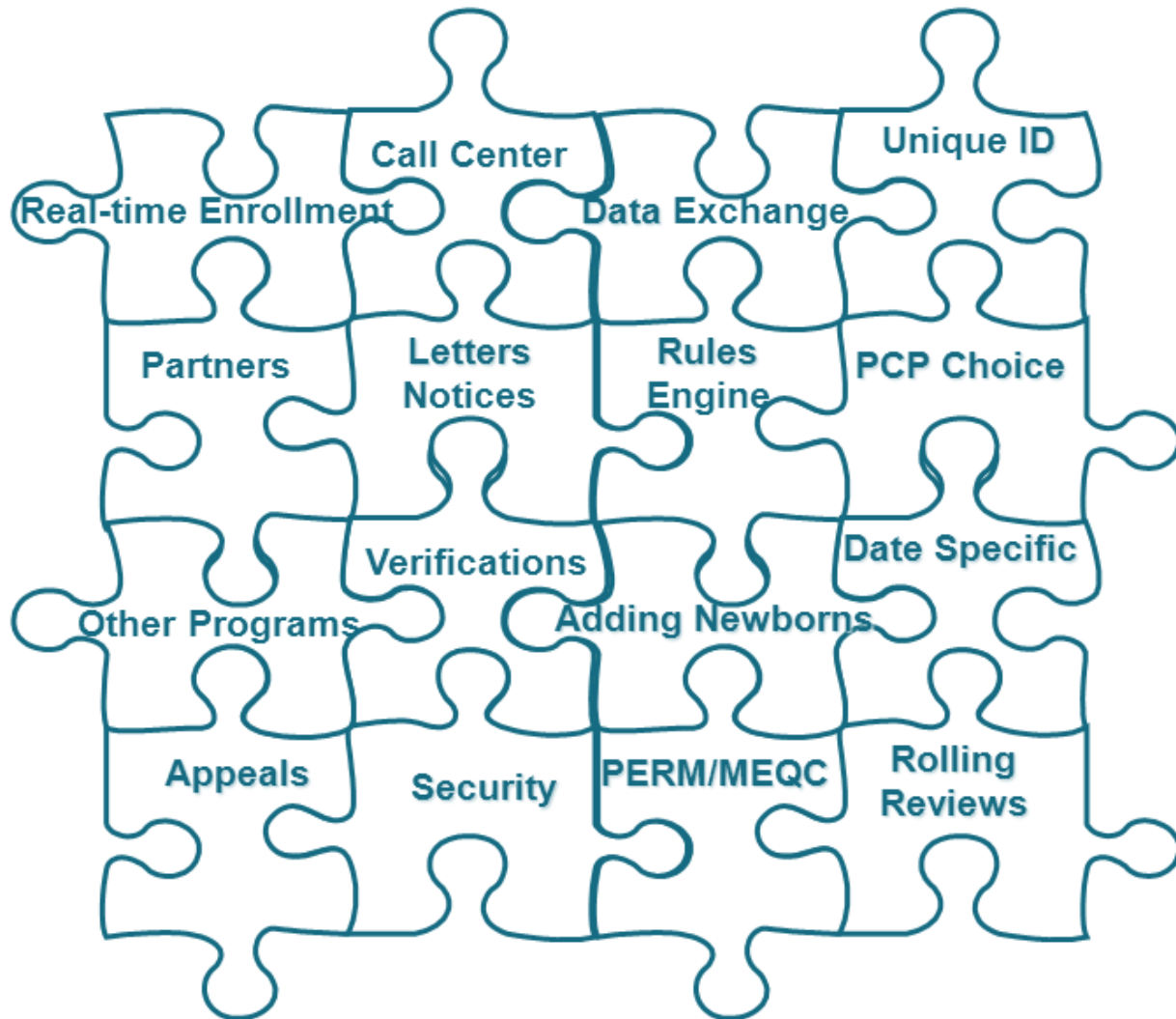
- No Wrong Door!
- Empower and Equip our Members
- Develop a Multiple-Program Application
- Expand Enrollment Service Locations
- Remove Barriers that Prevent Enrollment
- Increase the Effectiveness and Efficiency of the process

What is OHCA Online Enrollment?

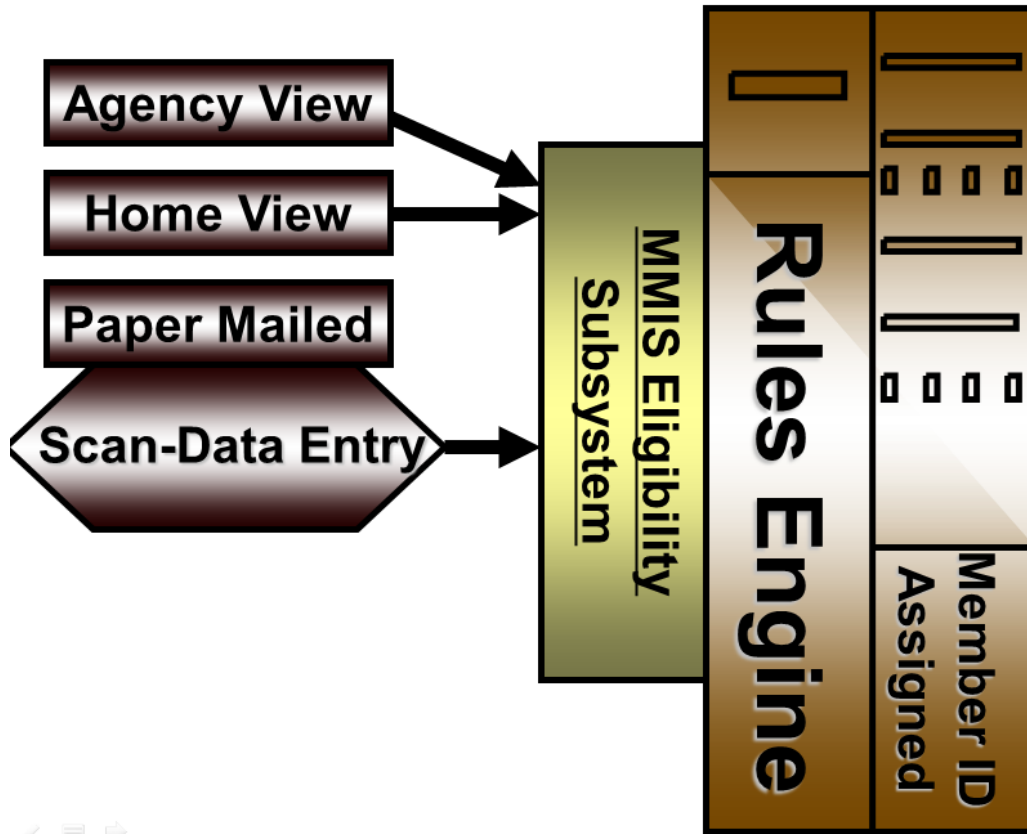


- Concept submitted to CMS in summer of 2007
- Work began after approval December 2007
- Launched: September 7, 2012 – <http://www.MySoonerCare.org>

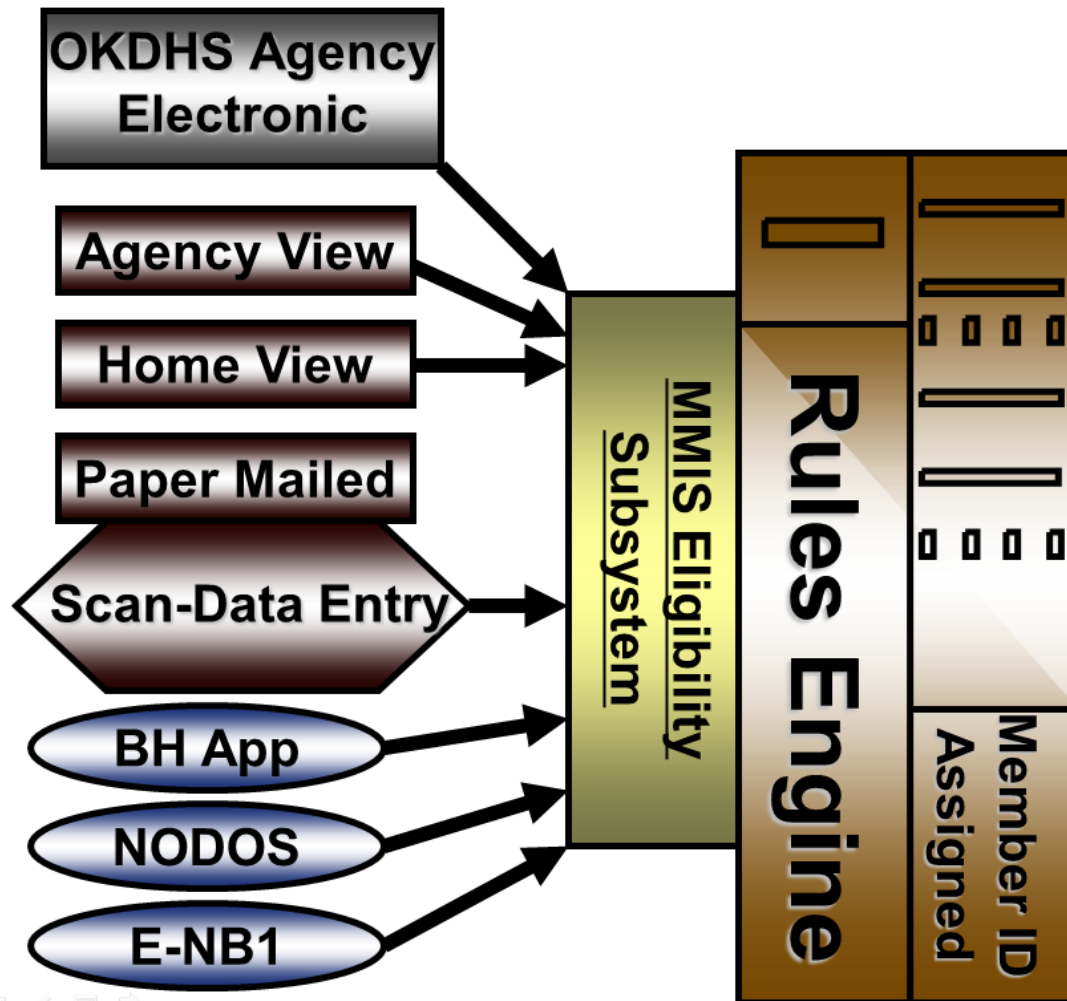
What did we do to make it happen?



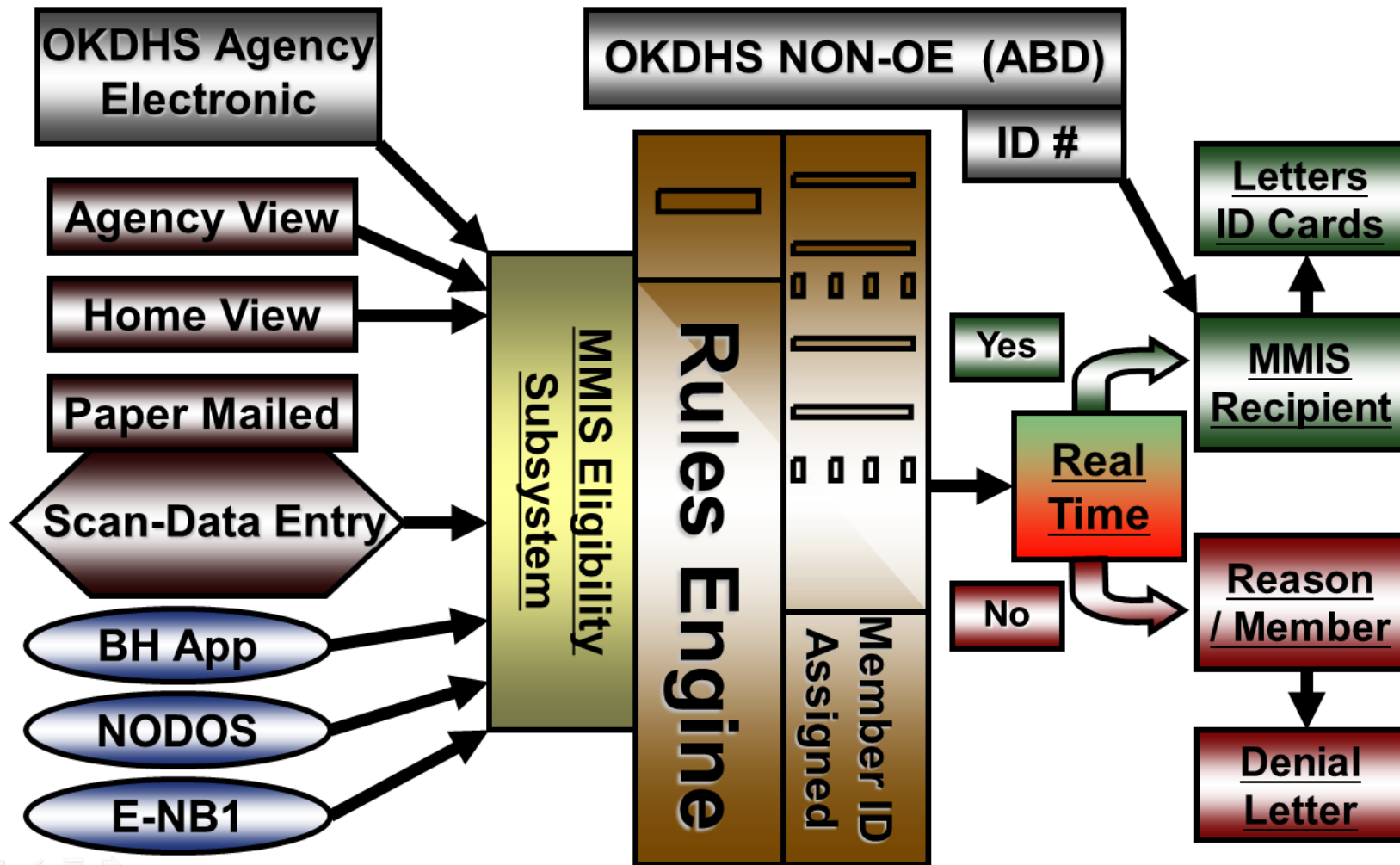
Simplification Isn't So Simple!



Simplification Isn't So Simple!



Simplification Isn't So Simple!



Differences In Ways To Apply



Home



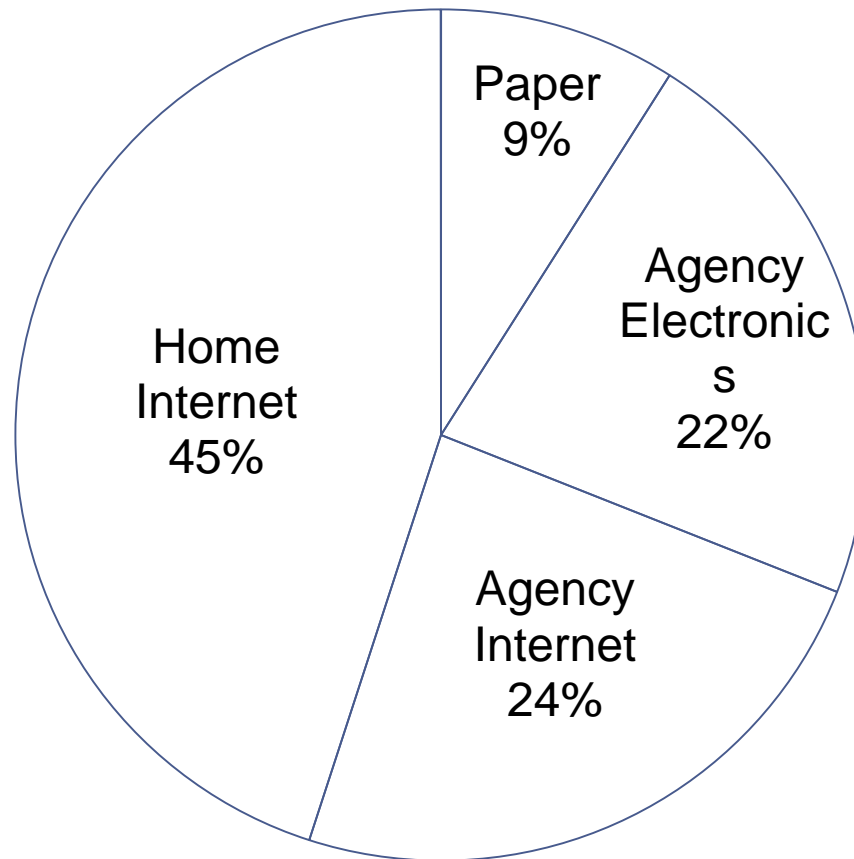
Paper

Agency

Electronic



Application Source (April-Sept 2011)



What Changed?

| Old Way | New Way |
|--|--|
| Available M-F, 8 a.m. to 5 p.m. | Available 24 hours/day, 7 days/wk |
| 20-30 days to learn results | Real-time decision and enrollment (20 minutes or less) |
| Policy interpreted by individual case workers | Policy coded in rules engine and applied uniformly |
| Processes differ by county | Streamlined business processes |
| Not associated with a PCP until 1-30 days later | Medical Home at enrollment |
| Imprecise or illogical data | Normalized data |
| Inappropriate or missing referrals to other services | Referrals to other State programs based on HH comp |
| Data Exchange results applied at worker's discretion | Data exchanges automatically update application |

Partners Are Your Friends!

OHCA's Initial Online Enrollment Partners
(through Design, Development, and
Implementation):

- Oklahoma State Department of Health
- Oklahoma Department of Human Services
- Oklahoma Department of Mental Health and
Substance Abuse Services
- Indian Health Services

Current Contracted Partners

| Partner | # of locations | Partner | # of locations |
|--|----------------|---|----------------|
| OK Dept of Human Services | 89 | Choctaw Nation | 9 |
| OK State Dept of Health | 80 | Cherokee Nation | 5 |
| OK Dept of Mental Health/Substance Abuse | * | Oklahoma City-County Health Department | 6 |
| Indian Health Services (includes urban clinics and those for Muscogee Creek Nation) | 18 | Variety Care Family Health | 8 |
| Citizen Potawatami Nation | 2 | Tulsa City-County Health Department | 4 |
| Chickasaw Nation | 6 | Tulsa Community Action Program (pending) | 5 |

SoonerEnroll

- Creation of statewide infrastructure for outreach and enrollment efforts
- Primary Goals
 - Successful enrollment of eligible but uninsured children into the SoonerCare program
 - Improvement in the rate of successful and timely recertification of children
- Grant-funded positions
 - Four Regional Coordinators
 - Central/Southwest, Southeast, Northeast, Northwest
 - Community Outreach Associates
 - Re-enrollment Associates

SoonerEnroll Supporters and Partners

(partial list)

| | |
|--|---|
| Cooperative Council for Oklahoma School Administration | Oklahoma Child Care Resource and Referral Association |
| Chickasaw Nation | Choctaw Nation |
| Latino Community Development Agency | Oklahoma Commission on Children and Youth |
| Oklahoma Associate of Community Action Agencies | Oklahoma City Indian Clinic |
| OKDHS Office of Child Care Services | Oklahoma Head Start Association |
| Oklahoma Institute for Child Advocacy | Oklahoma Primary Care Association |
| Oklahoma State Department of Health | Univ. of Okla. School of Social Work |
| Smart Start Oklahoma | YWCA of Tulsa |

Where do we go from here?

Phase II – Additional Populations

- Insure Oklahoma (Premium Asst)
- Oklahoma Cares (BCC)
- WIC (Financial prequalification)

Phase III - Health Insurance Exchange

- Affordable Care Act
- Partnership with Insurance & Health Department
- Rules Engine Modifications

Phase IV – Enrollment Data Exchanges

- Other Agencies and Programs

Contact Information

Tracy Turner
Manager, Enrollment Automation
Oklahoma Health Care Authority
405-522-7386

Tracy.Turner@okhca.org

For more about SoonerEnroll, please visit
<http://www.okhca.org/soonerenroll>