



# Oregon Healthy Kids

Cathy Kaufmann, M.S.W.  
Administrator

Office of Client & Community Services  
and Office of Healthy Kids,  
Oregon Health Authority



# Healthy Kids Program

- Expanded state health coverage program for Oregon children passed by 2009 Legislature.
- State funds come from a new 1% tax on insurance carriers.
- Target was to enroll 80,000 more children
  - Goal is 95% of Oregon kids have health coverage.
- New Office of Healthy Kids created to administer this program



# Healthy Kids

FOR A HEALTHY OREGON



## No-Cost

Income less than  
\$44,000 for a  
family of four\*

Free;  
no cost to family

**Oregon Health Plan**

**Medicaid / CHIP**



## Low-Cost

Income between  
\$44,000 and \$66,000 for  
a family of four\*

Low-cost premium  
on a sliding scale

**Healthy KidsConnect**

**CHIP**



## Full-Cost

Over \$66,000 for a  
family of four\*

No subsidy;  
full-cost premium  
available to purchase



## How are we doing?

- Through September 2011, we've enrolled just over 101,000 more children.
  - 38% caseload increase.
  - Total enrollment now 368,000 or about 40% of all Oregon kids.
- Oregon's child uninsurance rate cut in half in less than 2 years, from 11.3% to 5.6%.
- Received just over \$10.5 million bonus from CMS for exceeding Medicaid enrollment goals (up from \$1.6 million the year before)



## How did we do it?

- Campaign approach
- Dedicated office with clear enrollment goal
- Sufficient Funding
- Focus on enrollment system as much as outreach



# Outreach

- Targeted Outreach Grants (about \$80k per year)
  - 27 grants awarded to organizations around the state.
  - Additional outreach grants to 18 safety net providers and public health departments through CHIPRA Outreach Grant.
- Application Assistance Program (\$75 per application)
  - over 100 assisters in this program to date.
  - Continue to recruit assisters in identified areas of need.
- Volunteer Partners
  - Holding informational sessions and trainings around the state.
  - Move messages through partners: email blasts, newsletters, mailings, web page links, etc.



# Targeted Outreach Campaigns

- Culturally relevant marketing materials
  - Fund bi-cultural, bi-lingual outreach staff in communities through grants
  - Translations that work -- materials and advertising made for (not adapted to) the communities we need to reach
- School- Based Campaign
  - Staff focused on school-based outreach, building connections
  - Campaign for Teens
  - Sports / Coaches Campaign
- Employer / Self-Employed Campaign
- Provider Campaign



# Marketing

- Focus on simple branding across all parts of program -  
- it's all Healthy Kids.
  - Tested materials and messages with families, with particular emphasis on moderate income families.
- Attractive, positive ads in newspapers, magazines, on trains, busses, benches, billboards, radio, movie theaters, shopping malls and websites.
- Also sponsor rodeos, youth sports tournaments, county fairs, etc.
- New and improved website, facebook, twitter, myspace, etc.







Healthy Kids is a **new** health coverage program  
for **all** uninsured Oregon kids and teens.

Home

Healthy Kids

Families

Partners

Apply Now

[What does it cost?](#)

[What does Healthy Kids cover?](#)

[Get help filling out the application](#)

[Answers to frequently asked questions](#)

***Oregon has reduced by half the rate of uninsured children***

**July 11, 2011** - The percentage of children without health care in Oregon has dropped dramatically - from 11.3 percent in 2009 to 5.6 percent.

[read more...](#)

***85,000 more Oregon Healthy Kids***

**April 11, 2011** - Healthy Kids celebrates enrolling over 85,000 more kids & teens into coverage.

*Your child can have health benefits*



**Apply Now**

### In It together

"It was a great feeling to get Noah covered. He's 6-years-old, and can play rough – so the peace of mind was huge."

[read more...](#)



1 2 3 4

### Qualifications

Even middle-income families may qualify.

[read more...](#)

### Cost

No-cost and low-cost options available.

[read more...](#)

### Coverage

We cover all the health care kids and teens need.

[read more...](#)





Healthy Kids es un **nuevo** programa de cobertura de salud para **todos** los niños y adolescentes sin seguro médico de Oregón.

[Inicio](#)

[Healthy Kids](#)

[Familias](#)

[Asociados](#)

[Presente su solicitud ahora](#)

[¿Cuánto cuesta?](#)

[¿Qué cobertura ofrece Healthy Kids?](#)

[Obtenga ayuda para llenar la solicitud](#)

[Respuestas a preguntas frecuentes](#)

**Healthy Kids estrena nuevo sitio web**

**13 de enero de 2011.** Healthy Kids se complace en anunciar el estreno de un nuevo sitio web.

[lea más...](#)

**Otorgan \$15 millones a Oregón**

**27 de diciembre de 2010.** Oregón recibió \$15 millones por sus avances en inscribir a niños sin seguro

*Su niño puede tener beneficios médicos*



**Presente su solicitud ahora**

**Requisitos de participación**

Incluso las familias de mediano ingreso pueden tener derecho.

[lea más...](#)

**Costo**

Se ofrecen opciones sin costo y de bajo costo.

[lea más...](#)

**Madre soltera con tres hijos**

"Ha sido fantástico saber que las necesidades médicas de mis hijos se pueden mantener a raya".

[lea más...](#)



**Cobertura**

Cubrimos toda la atención médica que necesitan los niños y los adolescentes.

[lea más...](#)



Your child can have  
**health coverage.**



1-877-314-5678  
[www.OregonHealthyKids.gov](http://www.OregonHealthyKids.gov)



Oregon  
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Authority

您的孩子也能有  
**健康保险。**



1-877-314-5678  
要求口译员服务

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여러분의 자녀가 받을 수 있는  
**의료보험 혜택**



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Ваш ребенок может  
**иметь медицинское  
страхование**



1-877-314-5678

Oregon  
**Health**  
Authority





## WE COVER NATIVE KIDS AND TEENS

**We cover all the health coverage  
American Indian / Alaska  
Native kids and teens need.**

- New opportunity available to all
- Supplements IHS coverage
- Covers ALL kids birth up to age 19
- Available regardless of income

**FOR MORE INFORMATION CONTACT:**

**NAYA**

5135 NE Columbia Blvd  
Portland, OR 97218  
503.972.2466

**NARA**

1776 SW Madison St  
Portland, OR 97205  
503.593.1635



# We cover all uninsured Oregon kids and teens.



**Healthy Kids** provides no-cost and low-cost health coverage for **ALL** uninsured Oregon kids and teens under 19. Some of the best doctors take Healthy Kids and we cover doctor visits, hospitalizations, prescriptions, dental, vision, and more.

Oregon  
**Health**  
Authority

**1-877-314-5678**  
**[www.OregonHealthyKids.gov](http://www.OregonHealthyKids.gov)**

  
**Healthy Kids**  
FOR A HEALTHY OREGON



# Eligibility System Improvements

- Worked with Center for Health Literacy to redo application.
  - Easier to understand, better layout, simpler questions.
- Policy changes to streamline eligibility:
  - 12-month eligibility / reduced waiting period (2 months instead of 6)
  - Moved to one-month income determination
  - Simplified process for renewal
  - Express Lane Eligibility for SNAP and Free and Reduced Lunch
- Business process mapping with lines drawn to state and federal policies
- Focus on internal messaging campaign for eligibility staff



# More System Improvements Coming

- Insurance expansions to come in 2014 make efficiency and efficacy of eligibility system all the more critical.
  - Cultural shift for agency: going from focus on keeping ineligible people out to bringing all eligible people in quickly and efficiently.
- Oregon awarded a \$48 million “innovator” grant
  - Will create system that can give customers seamless access to information, financial assistance and easy enrollment, with no gaps in coverage” for persons up to 400 percent of the federal poverty level.
- Also recipient of small grant from Ford Foundation to improve medical eligibility system in concert with other family support programs, such as SNAP, TANF and Child Support.