



**ACCESS
ALABAMA**

Alabama Primary Health Care
Association
Outreach and
Enrollment Campaign

The Alabama Primary Health Care Association (APHCA)

APHCA is a non-profit health care organization governed by a 15-member Board of Directors

Incorporated in 1985 to strengthen and expand Alabama's community health center network through education, service and collaboration so that Alabamians have access to coordinated health care and improved outcomes

Alabama's network of CHCs provides comprehensive and coordinated primary health care services to over 320,000 Alabamians – over 50% of whom are uninsured



The Need:

In 2009:

- 78,000 Alabama children without health insurance
- 37% of eligible children losing health insurance due to non-renewals
- 44% of Alabama children lack access to a medical home
- Alabama ranked 47th on key indicators of child well-being
- Alabama ranked 48th on children's potential to lead healthy lives



The Goal:

To enroll 15,000 children into Medicaid or AllKids (Alabama's CHIP program) through a multipronged outreach and enrollment project focused around Alabama's community health centers



Project Partners

- Alabama Medicaid Agency
- Alabama Department of Public Health
- Alabama ARISE
- Federation of Child Care Centers of Alabama
- Voices for Alabama's Children
- Alabama Rural Health Association
- Alabama Chapter of the American Association of Pediatricians
- Blue Cross Blue Shield of Alabama
- ADPH Office of Primary Care and Rural Health
- Alabama Education Association
- Alabama Department of Education
- Medical Association of the State of Alabama
- Alabama State Nurses Association
- Alabama Association of Family Practitioners
- Alabama Hospital Association



What are Community Health Centers?

Community health centers (CHCs) provide comprehensive primary and preventive care for children and adults as well as:

- Dental care
- Mental health
- CHCs provide services to anyone in need regardless of their insurance status or ability to pay
- In Alabama, 15 community health center organizations provide high quality health care to over 320,000 patients through more than 125 sites statewide
- Health centers are also leading expansion of care programs, implementing health information technology, facilitating access to care through health insurance coverage and care coordination for low-income residents
- Pharmacies
- Case Management
- Support services
- Lab and X-ray



APHCA CHIP/Medicaid Outreach Project

- Expand access to Medicaid and CHIP enrollment through digital application on community based kiosks and Access Alabama website
- Provide in depth training on outreach and enrollment to CHC staff and other community stakeholders
- Develop statewide marketing campaign to educate community on Medicaid and CHIP and how community health centers can assist with application
- Establish toll free hotline to educate and assist callers with CHIP and Medicaid eligibility and application
- Develop education materials and presentations for community based organizations



Digital Application

- Digital application developed in partnership with Polyglot Systems and Alabama Department of Public Health
- Digital application currently used for SOBRA Medicaid, ALLKids, Medicaid for Low Income Families and Plan First
- Simple, step by step, audio and visual interface designed to guide individuals through the enrollment process (either English or Spanish)
- On-screen and spoken prompts assist applicants and request only information relevant to the application process
- Digital application available on enrollment kiosks in CHCs, hospitals and other safety net organizations and at <http://www.alaaccess.com>





Bienvenido

English

Español

AVISO: No envíe la solicitud por la noche entre las 11:45 pm y las 12:15 am hora del centro. Es posible que el sistema no funcione por mantenimiento. Si ya solicitó cobertura a través de Medicaid de Alabama o de ALL Kids en los últimos 30 días, su solicitud no se aceptará ni se procesará.

Oprima el boton que d



Enrollment Kiosks

Kiosks network developed to provide easy access for parents and guardians of eligible children to online Medicaid and AllKids applications

Kiosks are located in community health centers, hospitals, libraries, rural health centers and Medicaid offices across the state



Enrollment Kiosks



At alaaccess.com, patients can

- Enroll for health insurance
- Find their local community health center
- Access health resources
- Access wellness resources

At alaaccess.com, community partners can

- Access outreach tools and information
- Find health resource information for patients
- Find seasonal wellness information for patients

Application Assister Training For Community Health Center Employees

What:

- Training for community health center staff who are often on the front line and uniquely positioned to provide application assistance services to individuals without insurance
- Trained application assistors are responsible for the financial assessment of CHC patients and facilitate the enrollment of eligible individuals

Why:

- To facilitate outreach and enrollment efforts within Alabama's CHC network



Kids can't be Kids without Access to Care APHCA Statewide CHIP Marketing Campaign

Overall Message

Health care for children is a two pronged issue: access to insurance coverage and access to an available, willing provider. Health centers are community based organizations that offer a one stop opportunity for both access to assistance to health insurance enrollment and board certified providers



Print and Digital Campaign

- 3 television commercials
- 4 radio commercials
- Enrollment postcards
- Reenrollment postcards
- Rack Cards
- Posters

All print collateral available for community partner use and download through <http://www.alaaccess.com>





“Kids Can’t Be Kids” TV PSA 1





Without access to health care, Kids can't be Kids

Are you ready for the Summer?
 Summer means swimming, camping, fireworks, sleep overs, fireflies, ice cream, cookouts and most of all, fun.

Kids love Summer,
 but for parents, summer can mean accidents and illness. Community Health Centers are here to take the worry out of summer for Alabama families. With comprehensive health care, health centers provide affordable dental, and preventive care that your family needs to stay healthy and enjoy the pleasures of summer.

To find a health center near you or health insurance for your children,

call **1.888.75CARE1**
 or visit **www.alaaccess.com**

accessalabama

This program is provided by the Alabama Primary Health Care Association with a grant from the Centers for Medicare and Medicaid Services.

He can check your heartbeat with his stethoscope, but who is checking his?

Without access to health care, kids can't be kids

All of these "doctors" agree:
Without access to health care, Kids can't be Kids!



Getting low-cost children's health insurance may be the easiest thing you do today!

You may think your kids can't get low-cost insurance because you work or make too much, but you may be surprised.

In Alabama, a family of four making up to \$40,000 a year may be able to get coverage.

And, coverage is not just for urgent needs. You get regular check-ups, dental care, immunizations, and prescription drugs.

To enroll in or for more information, visit www.alaaccess.com or call 1.888.75CARE1.

www.alaaccess.com

This program is brought to you by the Alabama Primary Health Care Association with a grant from the Centers for Medicare and Medicaid Services.



She wants you to **RENEW** her health coverage!

Without access to health care, kids can't be kids



5 minutes is all it takes to get the health insurance your family needs.

Thousands of families across Alabama are eligible for low-cost or free health insurance for their children and don't know it. Children without health insurance may be able to get health and medical services through ALLKids (Children's Health Insurance Program) or Medicaid. Both programs cover a wide range of services including regular checkups, dental care, eye exams, and glasses, too.

Children's Medicaid
 Medicaid pays for a wide variety of medical and dental services at no cost to you. It helps children across Alabama stay healthy and get the medical care they need.

ALLKids
 If your children qualify for ALLKids, your coverage could cost you pennies a day. Depending on your income, you may have co-payments for some services such as prescriptions and visits to a doctor's office or emergency room when your child is sick. There are no co-pays for preventive services like regular check-ups, immunizations, dental cleanings, and vision exams.

- Benefits include:**
- Your choice of doctors
 - Regular checkups and office visits
 - Prescription drugs and medical supplies
 - Dentist visits, cleanings, and fillings
 - Access to medical specialists
 - Shots and immunizations
 - Hospital care and services
 - X-rays and lab tests
 - Mental health care
 - Coverage for special health needs
 - Coverage for pre-existing conditions
 - Eye exams and glasses

For more information on or to enroll in Alabama's ALLKids and Medicaid program, call **1.888-75CARE1** or visit **www.alaaccess.com**



Print Collateral Samples

The Outcomes

Results of APHCA Grant Project September 2009 through September 2011:

- 42,896 total applications for CHIP and Medicaid
- 12,109 children approved for new enrollment
- 30,237 children approved for renewal
- Over 98% of applications were approved
- Certified 98 application assistors in eligible organizations
- 49 community partners and organizations trained in online application
- Kiosk network installed in community organizations across Alabama for easy access and future application expansion



The Challenges

1. Execution of MOUs, BAAs, and Data sharing agreements
 - Applicant Privacy and confidentiality
2. Computer Software Incompatibility
3. Kiosk prototype development and manufacturing
4. Data retrieval



The Successes

1. Family Oriented Primary Health Care Clinic–
Mobile, AL
 - 748 new kiosk applications
 - 633 approvals
2. Bayou La Batre Area Health Development Board,
Inc.
 - 188 new kiosk applications
 - 158 approvals
3. Alabama was recognized in 2010 for a
35% enrollment increase in Medicaid.



The Future

- Expanded application tools for re-enrollment and enrollment for Medicaid and AllKids as well as access options to Alabama's Health Insurance Exchange
- Access to patient satisfaction tools and patient portals
- Expanded use to enroll an estimated 500,000+ new eligibles in Medicaid beginning January 1, 2014.



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