



InsureKidsNow.gov



Connecting Kids to Coverage: 2nd National Children’s Health Insurance Summit
November 1 – 3, 2011 | Marriott Downtown Magnificent Mile, Chicago, IL

Program AGENDA

Monday, October 31, 2011

4:00 p.m. – 8:00 p.m. Registration Available

Program AGENDA

Tuesday, November 1, 2011

7:00 a.m. – 6:30 p.m. Registration Available

SPECIAL SESSION FOR CYCLE II GRANTEES AND PROJECT OFFICERS

9:00 a.m. – 9:15 a.m. Welcome and Vision for Cycle II Grants

*Presenter:
Linda Nablo, Director, Division of Children’s Health Insurance Programs,
CAHPG, CMCS*

9:15 a.m. – 10:15 a.m. Cycle II CHIPRA Grants – Survival Tools

*Presenters:
Cathy Cope, Technical Director, Division of Children’s Health Insurance Programs,
CAHPG, CMCS
Angel Miller, CHIPRA Grants Co-Coordinator, Boston Regional Office, CMS
Janet O’Keeffe, Dr. P.H., CHIPRA Grants Evaluator, RTI International*

10:15 a.m. – 10:30 a.m. BREAK

10:30 a.m. – 11:45 a.m. Concurrent Sessions: Building a Support Network Among Grantees
These informal, interactive sessions will give Cycle II Grantees the opportunity to share experiences and build partnerships with other organizations that will be taking a similar approach to their outreach and enrollment efforts.

A. Using Information Technology
**Grantees who received a grant in Focus Area 1*

Moderator: Martin Burian, Health Insurance Specialist, Division of Children’s Health Insurance Programs, CAHPG, CMCS



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B. Retention, Engaging Schools and Reaching Teens

**Grantees who received a grant in Focus Areas 2, 3 or 5*

*Moderator: Cathy Leonis, CHIPRA Grants Project Officer,
Chicago Regional Office, CMS*

C. Addressing Gaps in Coverage

**Grantees who received a grant in Focus Area 4*

Moderator: Priya Helweg, External Affairs Liaison, Seattle Regional Office, CMS

11:45 a.m. – 12:15 p.m.

Reconvene – Race to the Summit Game

Test your knowledge and learn about CMS CHIPRA grants.

Meet-n-Greet: Grantees and CMS Project Officers

2nd NATIONAL CHILDREN’S HEALTH INSURANCE SUMMIT OPENS!

1:30 p.m. – 3:00 p.m.

Welcome to the 2nd National Children’s Health Insurance Summit

*Moderator: Donna Cohen Ross, Senior Policy Advisor, Office of the Center
Director, Center for Medicaid & CHIP Services (CMCS)*

Greeting from HHS Secretary Kathleen G. Sebelius

**via video*

**What Parents Say About Medicaid and CHIP: Findings from a National
Survey**

Presenter:

Michael Perry, Partner, Lake Research Partners

3:00 p.m. – 3:15 p.m.

BREAK



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3:15 p.m. – 4:30 p.m.

Concurrent Sessions 1

A. A-Plus Strategies: Engaging Schools to Help Get Children Enrolled

Moderator: Linda Nablo, Director, Division of Children's Health Insurance Programs, CAHPG, CMCS

Presenters:

Sharon Adams-Taylor, Associate Executive Director, Children's Initiatives and Program Development, American Association of School Administrators
Melissa Ellis, State **hawk-i** Outreach Coordinator, Iowa Department of Public Health
Stacey Moody, Director of Strategic Initiatives, Colorado Association for School-Based Health Care

B. Reaching Out to Immigrant Families

Moderator: Jennifer Ng'andu, Deputy Director, Health Policy Project, National Council of La Raza

Presenters:

Samantha Artiga, Principal Policy Analyst, Kaiser Commission on Medicaid and the Uninsured
Kathy Chan, Associate Director and Director of Policy and Advocacy, Illinois Maternal and Child Health Coalition
Sarah Lichtman Spector, Health Insurance Specialist, Division of Eligibility, Enrollment and Outreach, CAHPG, CMCS

C. It's in Your Hands: Using Cell Phones and Text-Messaging to Advance Outreach and Enrollment

Moderator: Anne Marie Costello, Technical Director, Division of Eligibility, Enrollment and Outreach, CAHPG, CMCS

Presenters:

Phillip Bergquist, CHIPRA Project Director and Manager of Health Center Operations, Michigan Primary Care Association
Tricia Cox, Systems Manager, Utah Department of Workforce Services
Shelagh Greenwood, Marketing and Outreach Manager, Division of Maternal and Child Health, Virginia Department of Medical Assistance Services



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D. Putting Outreach on the Business Community's Agenda

Moderator: Barbara Best, Director of Foundation Relations and Special Projects, Children's Defense Fund

Presenters:

*Judy Darnell, Director of Public Policy, United Ways of California
Kelli King-Jackson, Director of Outreach, Children's Defense Fund-Texas
Juanita Elizondo, Director of Corporate Relations, Fiesta Mart, Inc.*

E. Research Round-Up: What Does the Latest Research Tell Us About Outreach and Enrollment?

Moderator: Barbara Lyons, Senior Vice President and Director, Kaiser Commission on Medicaid and the Uninsured, Henry J. Kaiser Family Foundation

Presenters:

*Genevieve Kenney, Senior Fellow, The Urban Institute
Alison Betty, Partner, GMMB
Chris Trenholm, Senior Fellow, Mathematica Policy Research
Tresa Udem, Partner, Lake Research Partners*

F. States Get on the Road: Early Efforts to Implement Express Lane Eligibility

Moderator: Dena Greenblum, Health Insurance Specialist, Division of Eligibility, Enrollment and Outreach, CMCS

Presenters:

*Jon Anderson, Medicaid Deputy Chief, Georgia Department of Community Health
Samantha J. Shepherd, Youth Services Coordinator, Oregon Healthy Kids
John Supra, Chief Information Officer and Deputy Director of Eligibility, South Carolina Department of Health and Human Services*



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4:30 p.m. – 6:00 p.m.

Take a Giant Step: Two States Discuss Their Remarkable Progress Enrolling Children in Health Coverage

Moderator: Jennifer Ryan, Deputy Director for Policy, Children and Adults Health Programs Group, CMCS

Presenters:

Cathy Kaufmann, Administrator, Oregon Healthy Kids

Cathy Caldwell, Director, Bureau of Children's Health Insurance, Alabama Department of Public Health

Betse Thielman, Healthy Kids in Schools Director, Oregon School Based Health Care Network

Khris Robinson, Director, Programs and Workforce Strategies, Alabama Primary Health Care Association

6:00 p.m.

ADJOURN



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Program AGENDA

Wednesday, November 2, 2011

7:00 a.m. – 6:30 p.m. **Registration available**

8:00 a.m. – 8:45 a.m. **Morning Roundtables: Consult with an Expert About Your Focus Area**

- Technology
 - School-Based Outreach
 - Reducing Gaps in Coverage
 - Renewals
 - Teens
 - American Indians/Alaska Natives
 - Text-4-Baby
 - Center for Faith-based and Neighborhood Partnerships
 - Enroll America
-

9:00 a.m. – 10:30 a.m. **Loud and Clear: Consumer Voices Help Guide Effective Outreach**

Parents of children enrolled in Medicaid and CHIP – and the outreach programs that helped them – talk about their enrollment experiences

Moderator: Donna Cohen Ross, Senior Policy Advisor, Office of the Center Director, CMCS

Panelists:

Octaviano Vieira, Framingham, Massachusetts

Dayanne Leal, Children’s Health Policy and Outreach Manager, Health Care For All-Massachusetts

Carmen Lopez, Ottumwa, Iowa

*Melissa Ellis, State **hawk-i** Outreach Coordinator, Iowa Department of Public Health*

Gene Craven, Kalamazoo, Michigan

Natasha Robinson, CHIPRA Program Specialist, Michigan Primary Care Association

10:30 a.m. – 10:45 a.m. **BREAK**

10:45 a.m. – 12:00 p.m. **Concurrent Sessions 2**

A. Click to Sign Up: Consumer-Friendly Online Applications

Moderator: Jocelyn Guyer, Co-Executive Director, Georgetown University Center for Children and Families

Presenters:

Shelby Gonzales, Senior Policy Analyst, Center on Budget and Policy Priorities



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Claudia Page, Co-Director, Social Interest Solutions, Inc.

Tracy Turner, Manager, Enrollment Automation and Data Integrity, Oklahoma Health Care Authority

B. Effective Outreach in Indian Country

Moderator: Cynthia Gillaspie, Technical Director, Consortium for Medicaid and Children's Health Operations, CMS

Presenters:

Jenifer Hamma, CHIPRA Project Coordinator, Indian Health Care Resource Center of Tulsa, Inc.

Norman Running, Project Coordinator, Rosebud Sioux Tribe

Mary Lingruen, Business Office Manager, Benefits Coordination, Tucson Area Indian Health Service

Michelle Pourier, Project Director, Oglala Sioux Tribe

C. Enrolling Children When They Seek Care: The Role of Community Health Centers

Moderator: Jason Patnosh, Associate Vice President, National Association of Community Health Centers

Presenters:

Jana Blasi, Deputy Director, Texas Association of Community Health Centers

Kathryn L. McLain, Senior Director of External Affairs, Chicago Family Health Center, Inc.

Jesús Bervis, Eligibility Manager, Neighborcare Health-Seattle

D. Focus on Renewals: Keeping Eligible Kids Covered

Moderator: Tricia Brooks, Senior Fellow, Georgetown University Center for Children and Families

Presenters:

Lesli Boudreaux, Medicaid Program Manager, Louisiana Department of Health & Hospitals

Elisabeth R. Benjamin, Vice President, Health Initiatives, Community Service Society of New York

Brenda Whittle, Director of Marketing and External Affairs, Neighborhood Health Plan of Rhode Island



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E. Engaging Local Governments to Help Get Children Covered

Moderator: Paul Beddoe, Associate Legislative Director – Health Policy, National Association of Counties

Presenters:

Wilma Chan, Supervisor, Alameda County Board of Supervisors

Jim Holland, Business Officer, Buncombe County Department of Social Services, North Carolina

Jodi Ray, Project Director, Florida Covering Kids & Families

12:00 p.m. – 1:30 p.m.

LUNCH ON YOUR OWN

1:30 p.m. – 3:30 p.m.

Roll Up Your Sleeves for the Hands-On Experience of Your Choice

Option 1: Technology Fair

Leaders from across the country are breaking new ground, using technology to advance their outreach and enrollment efforts. The Technology Fair will showcase some of these promising tools and the strategies they make possible.

- **Mapping Community Resources**

Presenter: Phillip Bergquist, CHIPRA Project Director and Manager of Health Center Operations, Michigan Primary Care Association

- **text-4-baby**

*Presenters: Sarah Ingersoll, text4baby Campaign Director, National Healthy Mothers, Healthy Babies Coalition
Chris Yu, Senior Vice President, U.S. Health Care, Voxiva*

- **On-Line School-Based Outreach Tools**

*Presenters: Jean Nothnagel, Outreach Specialist, Wisconsin Covering Kids and Families
Michael Jacob, Project Coordinator, Wisconsin Covering Kids and Families*

- **InsureKidsNow Mobile Site**

Presenter: Brian Smart, Insurance Marketing Manager, Office of Communications, CMS

- **Application Kiosks**

Presenter: Kathy Slater-Huff, Marketing and Outreach Manager, Medical Assistance Division, New Mexico Human Services Department

- **One-e-App**

*Presenters: Claudia Page, Co-Director, Social Interest Solutions, Inc.
Ker Walker, Solutions Lead, Social Interest Solutions, Inc.*



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- **Electronic Notification and Electronic Verification (myCase and eFind)**
Presenter: Tricia Cox, Systems Manager, Utah Department of Workforce Services
- **SoonerCare Online App**
Presenter: Tracy Turner, Manager, Enrollment Automation and Data Integrity, Oklahoma Health Care Authority

Option 2: Walk...in My Shoes, Presented by Community Catalyst

****This special event is limited to 80 participants. Advance Registration required.**

Walk in... My Shoes is an engaging and thought provoking activity designed to provide important insights into the challenges confronting uninsured, low-income families seeking health coverage and care. As a participant, you will assume the role of a family with a specified ethnicity, language, immigration status, set of health problems, employment situation, and insurance coverage. Then, for 60 minutes, you will 'walk in these shoes,' as you attempt to obtain the health care your family needs. As you visit any of a dozen 'stations,' including State agencies, a health plan, a community health center, private doctors' offices, a pharmacy and the ER, you'll gain insights into the barriers families face and the choices they are sometimes compelled to make. Later, you will join other participants in an in-depth, facilitated discussion that will help you relate the activity to real-life experiences and draw implications for your outreach work. Walk in... My Shoes has been tailored for the National Children's Health Insurance Summit, so that it reflects the perspectives of families whose children may be eligible for Medicaid or CHIP.

Presenters:

Deborah Katz, Community Catalyst

Nicole Tambouret, Community Catalyst

Patrick Tigue, Community Catalyst

Option 3: Communications Skill-building (Each 1-hour session will be offered twice during this time-slot.)

These one-hour sessions are designed for learning and practice. Bring your organization's brochures and flyers to the Message and Materials Clinic for constructive critique. Try out and perfect your two-minute "elevator speech" so you'll be prepared the next time you're asked, "What does your organization do to help get children the health coverage and care they need?" Learn how to use a range of social media – blogs, Facebook and Twitter – to the advantage of your organization, and dig deep into the details of effective story-banking.

- **Message and Materials Clinic**
Presenter: Alison Betty, Partner, GMMB
- **Blogfest!**
Presenters: Anita Sarah Jackson, Director of Social Media and Blogging, MomsRising
Cathy Hope, Blog Editor and Researcher, Georgetown University's



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Center for Children and Families

- **Storybanking**
Presenter: Gale Marshall, President and Owner, Two Feathers Consulting and Media
- **Using Twitter and Facebook**
Presenter: Richie Frieman, New Media Specialist, Office of Communications, CMS
- **Delivering Your Elevator Speech**
Presenter: Colleen Chapman, President, Chapman Consulting

3:30 p.m. – 3:45 p.m.

BREAK

3:45 p.m. – 4:15 p.m.

Presentation: The 2011 ECHOEs

Honoring Excellence in Children's Health Outreach and Enrollment

Presenters:

Victoria Wachino, Director, Children and Adults Health Programs Group, CMCS

Jennifer Ryan, Deputy Director for Policy, Children and Adults Health Programs Group, CMCS

Donna Cohen Ross, Senior Policy Advisor, Office of the Center Director, CMCS

4:15 p.m. – 5:30 p.m.

As the World Turns to 2014: Outreach and Enrollment Evolve

Moderator: Victoria Wachino, Director, Children and Adults Health Programs Group, CMCS

Presenters:

Anne Marie Costello, Technical Director, Division of Eligibility, Enrollment and Outreach, CAHPG, CMCS

Lauren Block, Health Insurance Specialist, Center for Consumer Information and Insurance Oversight, CMS

Jim Jones, Senior Consultant, Sellers Dorsey

Ruchika Bajaj, Project Manager, Office of Health Insurance Programs, New York State Department of Health

5:30 p.m.

ADJOURN



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Thursday, November 3, 2011

8:00 a.m. – 8:45 a.m.

Have a Technical Question About Your Grant?

CMCS staff will be "on call" to answer specific questions from grantees.

8:45 a.m. – 10:00 a.m.

Concurrent Sessions 4

A. The Personal Touch: Delivering Community-Based Application Assistance

Moderator: Maureen Hensley-Quinn, Deputy Director, Maximizing Enrollment and Program Manager, National Academy for State Health Policy

Presenters:

Scott Dzurka, President and Chief Executive Officer, Michigan Association of United Ways

Dayanne Leal, Children's Health Policy and Outreach Manager, Health Care for All - Massachusetts

Suzie Shupe, Executive Director, California Coverage and Health Initiatives

B. Reaching Out in Rural Areas

Moderator: Cathy Leonis, CHIPRA Grants Project Officer, Chicago Regional Office, CMS

Presenters:

Jennifer King, Public Health Analyst, HHS Office of the National Coordinator for Health Information Technology

Sherry Gray, Director, Rural and Urban Access to Health, St. Vincent Health

C. Big Brothers, Big Sisters: Getting Teens Enrolled in Coverage

Moderator: Amy Hennessy, Technical Director, Consortium for Medicaid and Children's Health Operations, Chicago Regional Office, CMS

Presenters:

Rebecca Mendoza, Director of Maternal and Child Health and CHIP Director, Virginia Department of Medical Assistance Services

Vuka Stricevic, Project Manager and Attorney, Legal Aid Society of Cincinnati
Margaret Dunne, CHIPRA Supervisor, Beacon Therapeutic - Chicago



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D. Across the Great Divide: Making Connections in Tribal Communities

Moderator: Kitty Marx, Director, Tribal Affairs Group, Office of Public Engagement, CMS

Presenters:

*Robert Ironmaker, Jr., Health Site Manager, Indian Health Board of Billings, Montana
Ann McCulloch, Office Manager, Head Start, Inc., Billings, Montana
Michael Mahoney, Community Relations Manager, Healthy Montana Kids Plan*

E. More A-Plus Strategies for Engaging Schools in Outreach and Enrollment

Moderator: Cathy Song, CHIPRA Grants Project Officer, Chicago Regional Office, CMS

Presenters:

*Michael Jacob, Project Coordinator, Wisconsin Covering Kids and Families
Diane Fager, Director of Policy and Program Development - Chicago Public Schools
Polly Raible, Child Health Insurance Manager, Virginia Health Care Foundation
Heidi J. Smith, Director of NJ Familycare Outreach, New Jersey Department of Human Services*

F. Using Data to Guide Outreach, Enrollment and Renewal Activities

Moderator: Nicole Ravenell Edwards, President and CEO, Southern Institute for Children and Families

Presenters:

*Ann Bacharach, Special Projects Director, Pennsylvania Health Law Program
Mary Alice Lee, Senior Policy Fellow, Connecticut Voices for Children
Jody Touzin, Director of Operations and Enrollment, New Hampshire Healthy Kids*

10:00 a.m. – 10:15 a.m.

BREAK

10:15 a.m. – 11:45 a.m.

Working Together to Advance Children's Health: Common Ground for Let's Move and Connecting Kids to Coverage

Moderator: Jennifer Ryan, Deputy Director for Policy, Children and Adults Health Programs Group, CMCS

Presenter:

Judith Palfrey, M.D., Executive Director, Let's Move!, Office of the First Lady, The White House



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11:45 a.m. – 12:00 p.m. Closing Remarks

Donna Cohen Ross, Senior Policy Advisor, Office of the Center Director, CMCS

12:15 p.m. CONFERENCE ADJOURNS
