

Community Health Centers

Making Outreach and Enrollment an Integral Part of the Healthcare Delivery System



June 8, 2023



OBJECTIVES

- Introduce PACHC and Pennsylvania's Community Health Centers
- Discuss Tactics and Best Practices to Keep Patients Insured
- Discuss Health Insurance Options for Consumers who no longer are eligible for Medicaid

WHO IS PACHC?

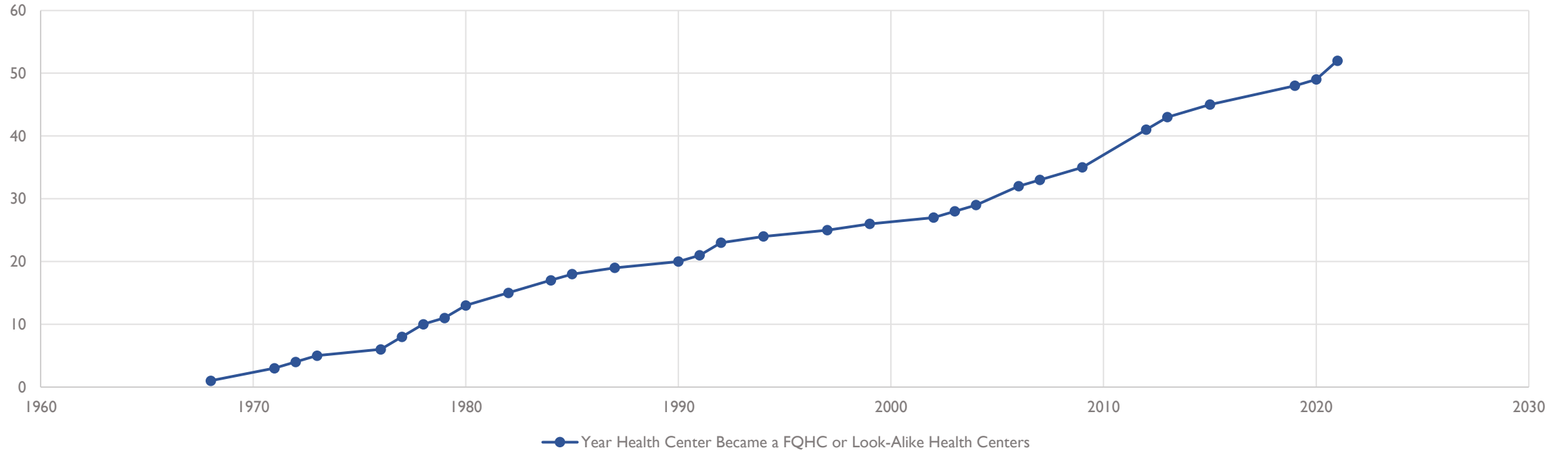
- Pennsylvania's Primary Care Association representing federally qualified health centers (FQHCs), FQHC Look-Alikes, Rural Health Clinics (RHCs) and other like-mission Primary Care Providers



PENNSYLVANIA HEALTH CENTER TIMELINE

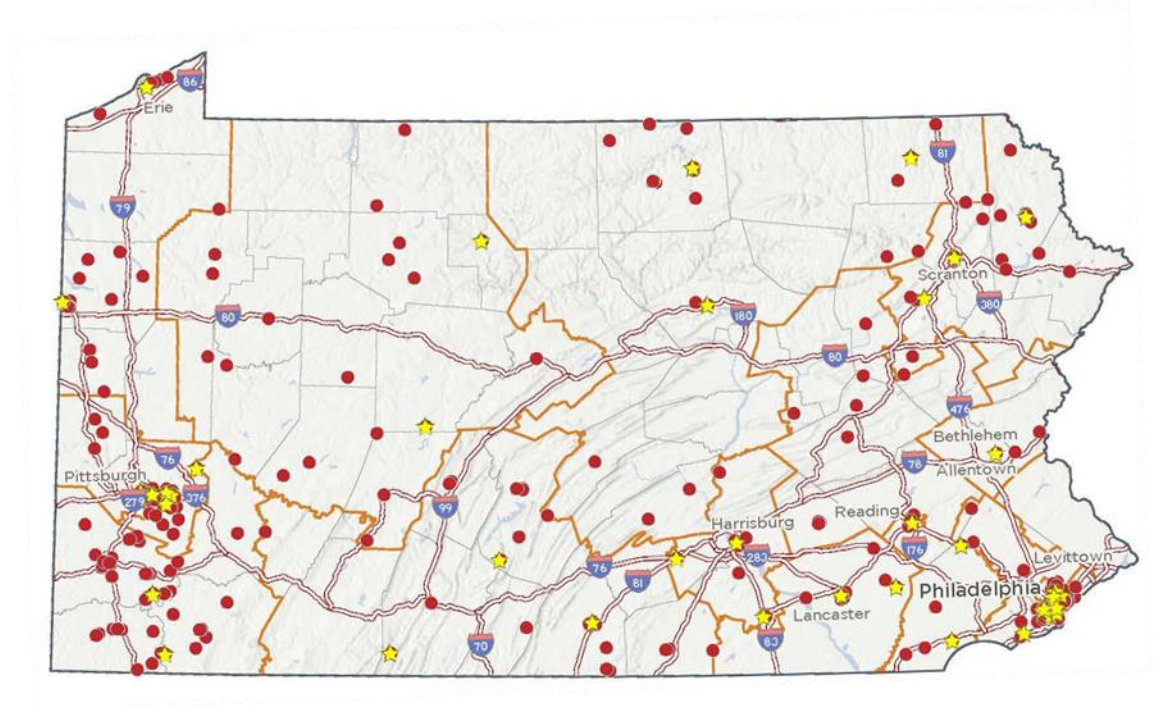
The first FQHC received designation in 1968. By 2022, there are 53 FQHC/LAL organizations.

Growth of Pennsylvania Health Centers 1968-2021



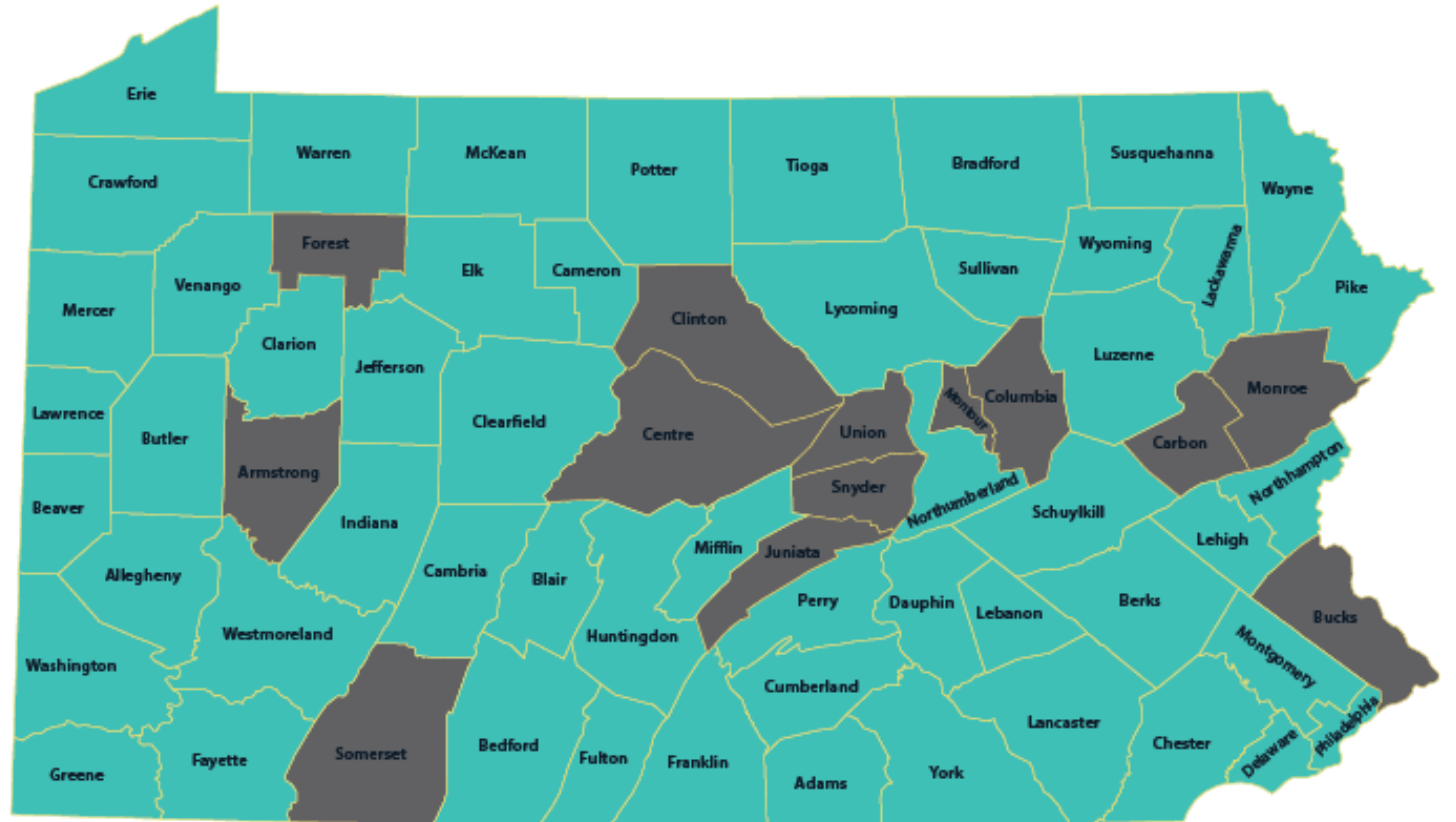
PENNSYLVANIA HEALTH CENTERS

- **53** Federally Qualified Health Centers (FQHC) and FQHC look-alikes in Pennsylvania
- Serve **823,746** patients, of these patients
 - **13.31%** uninsured
 - **87%** are \leq **200%** of poverty
 - **49%** of whom are covered by Medicaid
- **375+** Health Center Delivery Sites
- **1** in **14** Pennsylvanians are health center patients



PENNSYLVANIA COMMUNITY HEALTH CENTER LANDSCAPE

- Locations in 54 of Pennsylvania's 67 counties
- Provide more than 2.8 million visits annually
- Contribute more than \$500 million to economies of local communities and provide more than 3,500 FTE jobs in PA



*Counties without health centers appear in grey

WHAT IS AN FQHC?

Community Health Centers (FQHCs) offer comprehensive, quality primary medical, behavioral and dental health care. The distinguishing characteristics of FQHCs are:

Fees based on ability to pay

Quality primary healthcare, open to **ALL**

Highly competent healthcare professional team

Consumer/community control



MEDICAID UNWINDING

- 3.7 Million Medicaid Recipients
- End of Medicaid Continuous Coverage as of March 31, 2023
- Pre-pandemic renewal & termination process resumed April 1, 2023
- All MA Recipients will be renewed over a 12-month period
- After termination, Medicaid Managed Care Members continue coverage until the last of the month.



HOW DO WE KEEP PATIENTS INSURED



PCMH PROGRAM REQUIREMENTS



- PH-MCO Educate Members & Inform Members of PCMH Resources
- Deploy a Community-based Care Management Team
- Actively engage patients and take into account their preferences and personal health goals
- Develop Family-Centered Plan of Care

TACTICS TO ENHANCE OUTREACH TO PATIENTS

- **DEFINE MESSAGING**



- Understand and Relay The Importance of Health Insurance Coverage and Be Able to Communicate the “Why”
- Opens the Door to Better Health
- Treat Known Illnesses
- Prevent Future Illnesses
- Lower Costs
- Provides Financial Protection

TACTICS TO ENHANCE OUTREACH TO PATIENTS



- **TARGETING**

- Know the Target Audience, Patients, Community
- Be Where the Patients Are
 - Live, Work, Play, Pray, Eat, Shop
- Storytelling
- Relay the Benefits of Coverage based on Audience

TACTICS TO ENHANCE OUTREACH TO PATIENTS

- **Internal Messaging**

- Social Media
- Newsletters
- Mailings
- Tweets
- Emails Blasts

Signage
Print Materials
Brochures
Co-branding

PARTNERSHIPS AND COLLABORATIONS



- Caregivers and Families as Trusted Resources/Messengers
- Partnering with Schools & Community Organizations
- Collaborations with Faith-based Organizations
- One-to-One Connections

DIFFERENT TOUCH POINTS – SAME MESSAGE

■ STAFF EDUCATION AND TRAINING

- Clinical Staff:
- Non-Clinical Staff
- Workflows
- Referrals



DATA & ASSESSMENTS



- Use of Data is Key
 - Sharing of Patient Rosters with Providers with Renewals Dates
 - Census Data
 - Pay for Performance Markers
 - Social Determinants and Drivers of Health
 - Health Risk Assessments/Gaps in Care
 - Internal and External Data Sources
 - EMR/EHR (Medical Records)

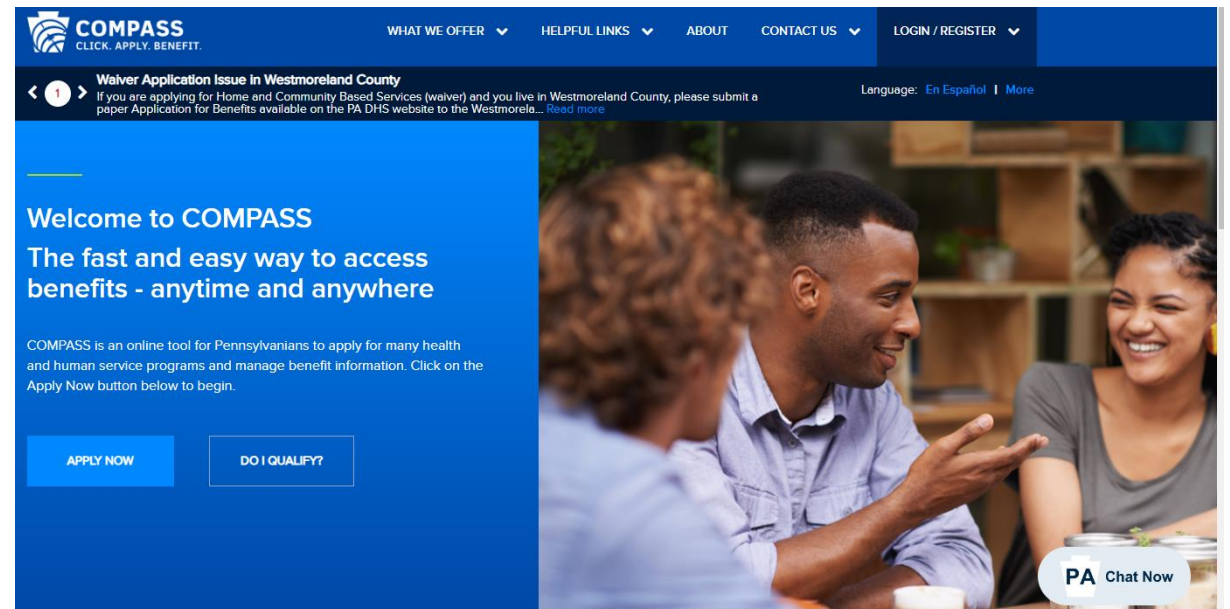
HEALTH INSURANCE

- 5.4% Uninsured Rate
- Connecting People to Coverage and Care
 - Medical Assistance/CHIP
 - Marketplace/Pennie.com
 - Medicare



MEDICAID

- Don't Lose Health Coverage
- Complete Medicaid and CHIP Renewals on Time
- www.compass.state.pa.us
- MyCOMPASS PA Mobile App
- Call 1-866-550-4355



The screenshot shows the COMPASS website homepage. At the top, there is a navigation bar with the COMPASS logo and the tagline "CLICK. APPLY. BENEFIT." followed by menu items: "WHAT WE OFFER", "HELPFUL LINKS", "ABOUT", "CONTACT US", and "LOGIN / REGISTER". Below the navigation bar, there is a blue banner with a white text box containing a "1" in a circle and the text: "Waiver Application Issue in Westmoreland County. If you are applying for Home and Community Based Services (waiver) and you live in Westmoreland County, please submit a paper Application for Benefits available on the PA DHS website to the Westmoreland... Read more". To the right of this text, there is a language selection option: "Language: En Español | More". The main content area features a large blue background with the text: "Welcome to COMPASS. The fast and easy way to access benefits - anytime and anywhere". Below this text, there is a paragraph: "COMPASS is an online tool for Pennsylvanians to apply for many health and human service programs and manage benefit information. Click on the Apply Now button below to begin." At the bottom of this section, there are two buttons: "APPLY NOW" and "DO I QUALIFY?". To the right of the text, there is a photograph of three people (two men and one woman) sitting around a table, smiling and talking. In the bottom right corner of the photograph, there is a "PA Chat Now" button.

NO WRONG DOOR

Medicaid

COMPASS

Commonwealth of PA
Access to Social
Services



Marketplace

pennie[®]

Pennsylvania Insurance
Exchange

PENNIE



- Official Health Insurance Marketplace for PA
- Only source for financial assistance to reduce the cost of coverage
- Individuals without employer-sponsored coverage, don't qualify for Medicaid or Medicare
- 90% of customers are eligible for Financial Assistance
- www.Pennie.com or 1-844-844-8040

PENNIE



- www.Pennie.com
- Loss of Coverage Special Enrollment Period extended to 120 Days
- Earlier Coverage Start Date Option for Loss of MA/CHIP During First 60 days of Special Enrollment Period
- Qualifying Life Event for new customers who have an annual household income below 150% of FPL (Single person - \$20,385)

PENNIE

EXAMPLE: Loss of MA on 5/31/2023

Loss of Coverage on	Plan Selected on	Coverage Start Date	
		1 st of month following plan shopping (default)	Choice of earlier coverage start date? (First 60 days only)
5/31/2023	5/17/2023	6/1/2023	--
	6/17/2023	7/1/2023	6/1/2023
	7/17/2023	8/1/2023	6/1/2023
	8/17/2023	9/1/2023	--
	9/17/2023	10/1/2023	--
	10/17/2023	No SEP Available (more than 120 days from coverage end date)	

Welcome to Pennie

We are here to help!

Pennie is Pennsylvania's official health and dental coverage marketplace and the *only* place to get financial assistance to help lower the cost of coverage and care.



Para ver esta página en español, haga clic en el botón con banderas en la esquina inferior derecha de la página y seleccione "Español"

I Still Apply?

CHIP

- Children's Health Insurance Program
- Applications and eligibility determinations will be made by the Department of Human Services County Assistance Offices
- Fee, Low Cost, Full Cost
- www.ChipCoversPAKids.com
- 1-800-986-5437

Health coverage for uninsured kids is well within **reach.**

chip
Pennsylvania's Children's Health Insurance Program
We Cover All Kids

APPLY TODAY.
CHIPcoversPAkids.com

800-986-KIDS pennsylvania
TOM CORBETT, GOVERNING

If your income falls below CHIP guidelines, your child may be enrolled in Medical Assistance.

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PA MEDI/AAA

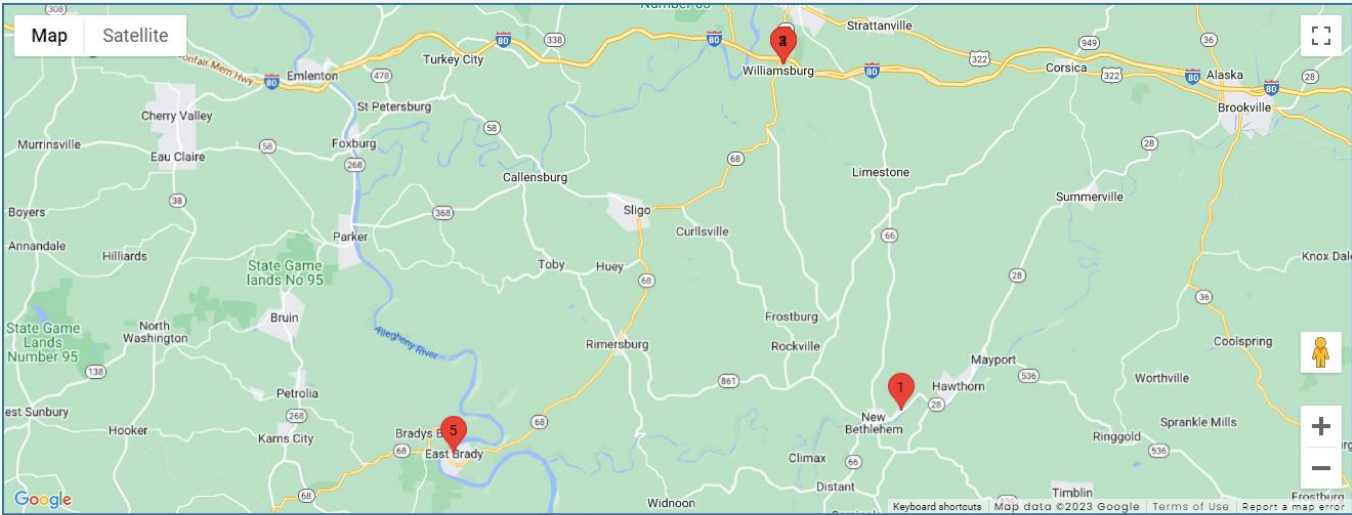




- [Local Area Agency On Aging](#)
- Free Medicare Counseling
- [New Special Enrollment Period](#) after loss of Medical Assistance to Enroll in Medicare Part A and B without a late enrollment penalty
- Additional Services –Medicare Savings Program. PACE/PACENET, Extra Help Program
- 1-800-783-7067

FIND A HEALTH CENTER NEAR YOU

- Looking for the health care you need in your community
- Pennsylvania's health centers provide quality affordable health care near you.
- <https://my.pachc.org/Find-a-Health-Center>
- 132 Health Center-Based Certified Pennie Enrollment Assistants & Health Center COMPASS Community Partners

SEARCH
CLEAR SEARCH



Pin	FQHC	Parent Company Name	Company Name	County	City
5		Primary Health Network	Hoffman Memorial Medical Center	Clarion County	East Brady
1		Penn Highlands Brookville	New Bethlehem Family Practice	Clarion County	Fairmount City
3		Primary Health Network	Clarion Community Health Center	Clarion County	Clarion
2		Primary Health Network	Clarion Behavioral Health	Clarion	Clarion
4		Primary Health Network	Clarion Dental	Clarion	Clarion

FOR MORE INFORMATION

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