



OUTREACH AND ENROLLMENT AND NC FEDERALLY QUALIFIED HEALTH CENTERS

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ROCKY MOUNT OIC

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WHO IS OIC?

- SINCE 1969, OIC HAS PROVIDED COMPREHENSIVE EMPLOYMENT, TRAINING, BUSINESS, AND HEALTH SERVICES THAT STRENGTHEN OPPORTUNITIES FOR THE PEOPLE THAT WE SERVE.
- OIC HAS BEEN A PROVIDER OF MEDICAL SERVICES SINCE 2005. WE RECEIVED OUR FULL FEDERALLY QUALIFIED HEALTH CENTER (FQHC) DESIGNATION IN 2012.

WHAT DOES THE O&E EFFORT LOOK LIKE IN NC?

- ACA ALLOCATED \$4.1 MILLION TO 31 NC FQHCS IN JULY 2013. WITH THIS FUNDING, NC FQHCS HIRED 87 FTES AND PROJECTED TO OUTREACH TO 220,000 NORTH CAROLINIANS.
- IN DECEMBER 2013, HRSA ANNOUNCED ONE-TIME SUPPLEMENTAL FUNDING TO FQHCS. NC FQHCS RECEIVED AN ADDITIONAL \$2 MILLION TO INCREASE OUR OUTREACH EFFORTS.

HOW DO FQHCS DO IT?

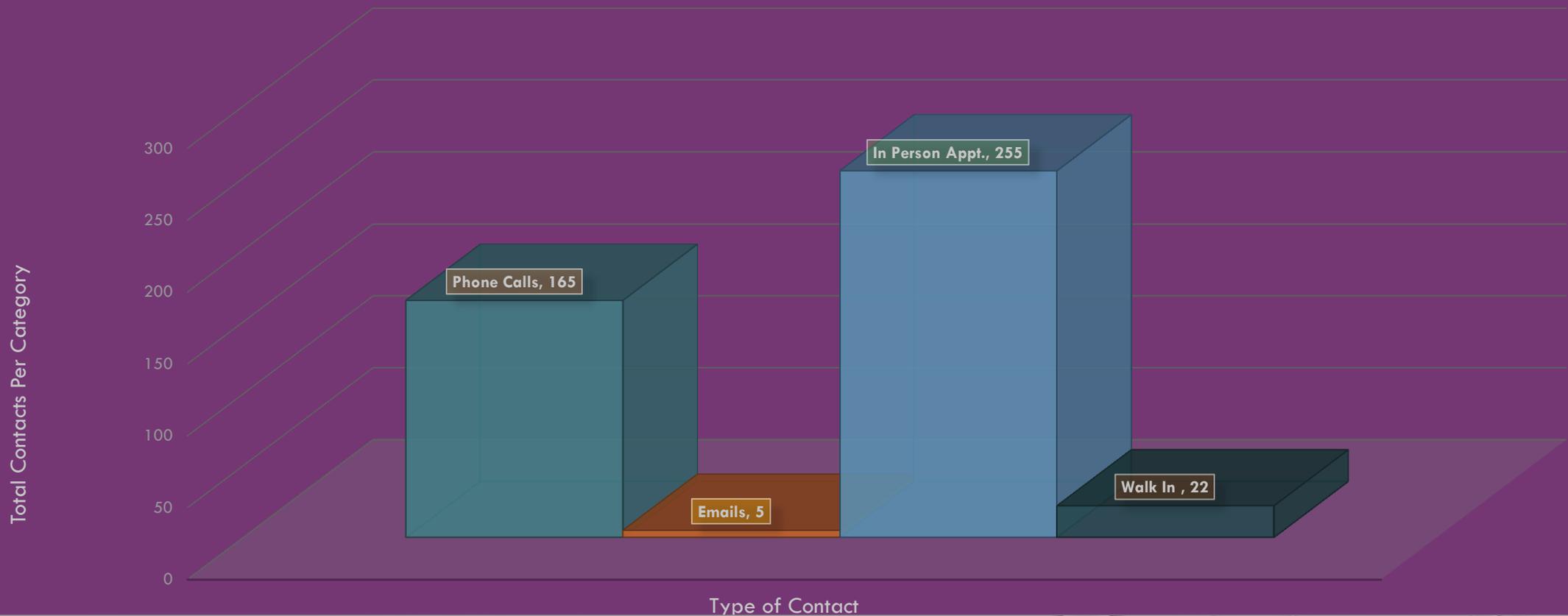
- FQHCS SERVE HUNDREDS OF THOUSANDS OF UNINSURED NORTH CAROLINIANS ALREADY. WE ARE OUTREACHING TO OUR CURRENT PATIENTS (BOTH INSURED AND UNINSURED) AND PARTNER WITH NUMEROUS AND VARIOUS AGENCIES AND ENTITIES IN OUR COMMUNITIES TO CAST THE BROADEST NET POSSIBLE TO SPREAD THE WORD ABOUT THE ACA.
- WE WORK WITH SOCIAL SERVICE AGENCIES, HOSPITALS, HEALTHCARE ORGANIZATIONS, SCHOOLS, CHURCHES, LIBRARIES, BARBER SHOPS AND BEAUTY SALONS, EMPLOYERS, CHAMBERS OF COMMERCE AND LOCAL GOVERNMENT.

OIC REALITIES

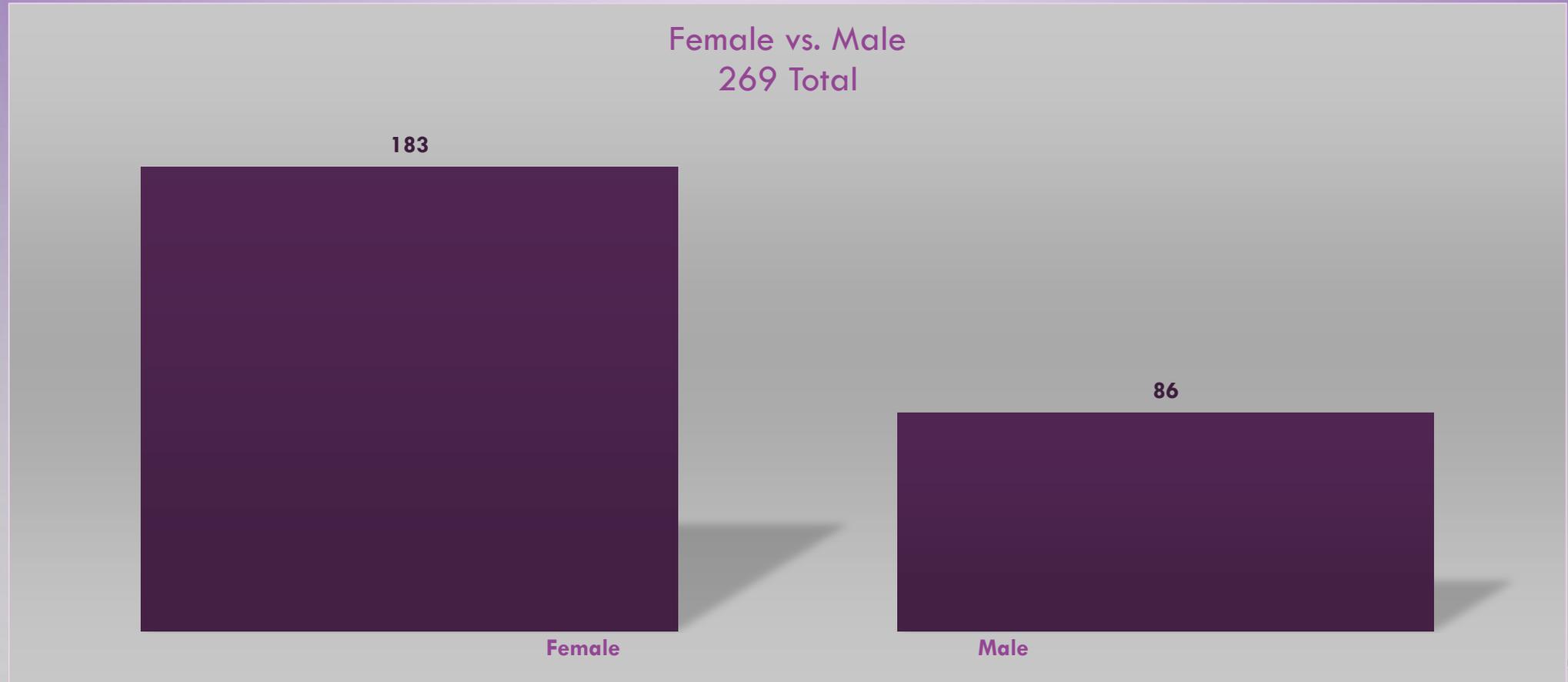
- FUNDING WASN'T RELEASED TO OIC UNTIL LATE SEPTEMBER.
- WE HIRED TWO NEW TEAM MEMBERS IN EARLY OCTOBER TO BEGIN OFFERING O&E SERVICES.
- WE DIDN'T RECEIVE ACCESS TO THE SYSTEM UNTIL LATE NOVEMBER.
- ONLINE DIFFICULTIES CREATED BARRIERS TO ENROLLMENT, BUT WE AGGRESSIVELY MARKETED ACA OPPORTUNITIES THROUGH RADIO AND NEWSPAPER INTERVIEWS, FLYERS, LETTERS, SOCIAL MEDIA & PRESENTATIONS AT GATHERINGS AND EVENTS.

HOW DO WE REACH THEM?

TOTAL AND TYPE OF CONTACT



WHO HAVE WE SERVED?



HOW MUCH WORK IS LEFT IN ROCKY MOUNT?

- 41% OF OUR POPULATION LIVES BELOW THE FEDERAL POVERTY GUIDELINE
- 17.9% OF OUR POPULATION ARE UNINSURED
- DIABETES MORTALITY RATE/100,000 – 27.9
- CARDIOVASCULAR MORTALITY RATE/100,000 – 208.2
- INFANT MORTALITY/1,000 LIVE BIRTHS – 11.5
- AGE ADJUSTED DEATH RATE/100,000 FOR ALL CASES – 932.5