

Federally-qualified health centers' role in NC outreach & enrollment efforts

PRESENTATION TO NC INSTITUTE OF MEDICINE ANNUAL MEETING
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Background

NC Community Health Center Association

- Membership organization for NC's 34 Federally Qualified Health Centers (FQHCs) serving 466,000 patients in over 180 clinical sites in 63 counties across the state.
- NCCHCA has been the collective voice of FQHCs and the populations they serve, providing training, technical assistance, education, and resource development.

Health Center Program

- Movement grew out of 1960s Civil Rights Movement and War on Poverty in an effort to bring health services to impoverished inner-city and rural communities without access to care.
- ***Outreach and enrollment are vitally important to health centers' core mission and have long been required activities for federally-funded centers.***

Outreach & Enrollment Grants to CHCs

\$150 million grant to Section 330-funded federally-qualified health centers (FQHCs) announced in May 2013 and awarded July 10, 2013.

- 31 NC FQHCs received \$4.1 M
- ***With this funding NC FQHCs projecting to hire 88 FTEs and contact 220,000 North Carolinians***

Primary Care Associations (PCAs), including NCCHCA, received funding to support FQHCs' efforts. NCCHCA will hire 2FTE Outreach & Enrollment Specialists.



PCA and Health Center Roles



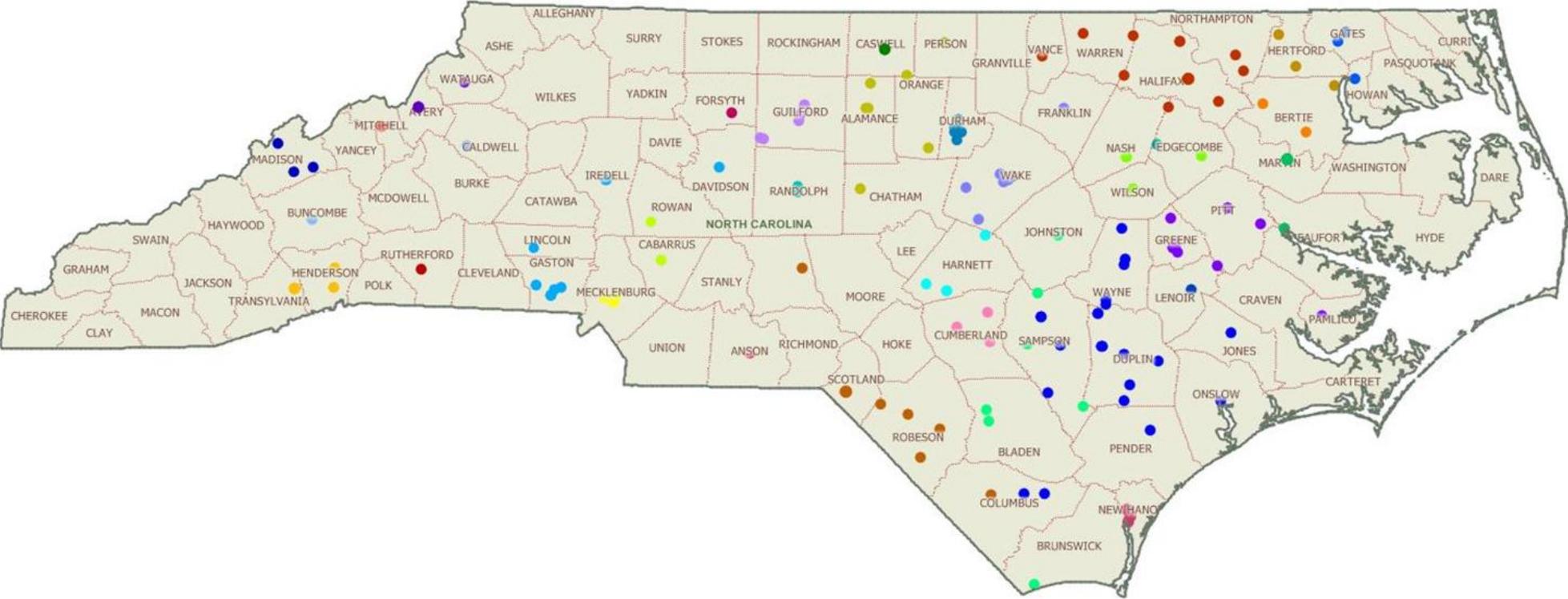
PCAs

- Provide training and related information to health centers
- Coordinate O/E efforts at the state level
- Provide technical assistance
- Share real-time Intelligence with HRSA
- Report state level barriers and successes.

Health Centers

- Hire and train O/E assistance workers as certified application counselors
- Conduct in-reach and outreach and assist with the enrollment process
- Share barriers and successes with PCAs
- Report metrics, successes, and barriers to HRSA quarterly.

Health center locations



FQHC requirements



CAC Requirements Plus HRSA Requirements



- Health center O/E assistance workers in organizations with O/E supplemental funding must comply with federal and/or state CAC requirements and HRSA requirements.
 - *Example: Non-health center CACs are generally not required to do outreach, but health center O/E assistance workers who become CACs in organizations with O/E supplemental funding are required to do both in-reach with current patients and outreach in their approved service area.*



Health Center O/E Quarterly Progress Reports (QPRs)



Health center O/E quarterly reporting metrics

- **TRAINING:** # of health center O/E workers trained as certified application counselors (CACs)
- **ASSISTANCE:** # individuals assisted in any part of the enrollment process
 - Outreach or education can only be counted for interactions that occur face-to-face, in person, with a trained CAC. These can take place in small group settings which are small enough to allow for customizable interactions to address specific questions
- **ELIGIBILITY:** # of individuals assisted who receive an eligibility determination
- **ENROLLMENT:** # of individuals who enroll (e.g., select a qualified health plan or Medicaid/CHIP)

NCCHCA's role



HRSA's O/E Expectations of PCAs



- **Training information**: Ensure that health centers have timely and necessary information about their state's consumer assistance training requirements and rollout of new affordable insurance options;
- **Coordination**: Coordinate health center outreach and enrollment activities with other consumer assistance efforts in the state;
- **Technical Assistance**: Provide technical assistance and training on effective health center outreach and enrollment strategies, including support for health centers that experience challenges in meeting outreach and enrollment projections;
- **Real-Time Intelligence**: Monitor successes and barriers to health center outreach and enrollment activities and provide real-time intelligence to HRSA via participation in biweekly calls and through HRSA's O/E PCA distribution list;
- **Reporting**: Report on successes and barriers of health center outreach and enrollment activities to provide HRSA with state-wide and regional-based information necessary to maximize the impact of health centers' outreach and enrollment efforts.

Questions?

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Visit our website for additional resources: <http://bit.ly/oencfqhc>