



Allergies & Asthma Wave and Building Partnership

Connecting Kids to Coverage National Campaign

Webinar Transcript February 28, 2013

Sandy Won: Hi everyone, this is Sandy Won with the Connecting Kids to Coverage Campaign. I just want to thank you for joining us for our webinar today. As we get started, we are going to hand this over to Donna Cohen Ross, and she is going to welcome you.

Donna Cohen Ross: Great, good afternoon Sandy, I'm pleased to be online this afternoon for today's webinar. We are going to use this time to start the planning for the upcoming Asthma and Allergies wave of activities and events. It's a great hook for linking families with eligible children to information and enrollment assistance for Medicaid and CHIP. So I know we are all looking forward to that. As part of today's conversation, we are also going to have some discussion on how to build partnerships to really enhance our local campaigns, especially with healthcare providers. This is a community that can be a tremendous asset as we go forward with our outreach and enrollment efforts. And then finally before we end today we are also going to hear a little bit of an update on some of the activities that have occurred over the past few weeks, and I know we have had some really exciting things going on in our target markets. We are going to be able to get a little sense of what has been happening. So without taking any more time I am going to pass it back to Sandy who is going to give us some logistics for the call.

Sandy Won: Thanks Donna, and we have quite a few of you on the phone today, so just throughout the presentation we are going to keep your lines muted. But we will have plenty of time for questions and answers, and we have slotted two periods for that. We want you to be able to send your questions in while the presentation is going on, and you can do this throughout the webinar by typing in the question box in your control panel on the right hand side of your screen. We will be compiling these questions and we will try to address as many as we can get to. Like I said, there are two opportunities for Q&A so I think we should be able to get through a lot of them. And there is also a feature that allows you to raise your hand, it is a little hand icon in your control panel. Use this to indicate when you have a question and we will do our best to call on you during the Q&A. But please



be aware that if you are logged on to the audio through your computer, you just want to be sure you have microphone capabilities in order to ask your question. So without further ado, I am going to introduce Christine Glunz. She is a part of our campaign team, she is leading the field efforts and she is going to walk you through the Allergies and Asthma activities we have planned.

Christine Glunz: Great, thank you Sandy, and good afternoon everyone. Thanks again for joining us. We are very excited about the Allergy and Asthma Wave. As many of you know from previous webinars, the Connecting Kids to Coverage Campaign is anchored around waves of activity during particular times of year when parents are thinking about their children's healthcare needs. Each wave has a seasonal hook. This spring our hook is allergies and asthma. As many of you know, many children across the US suffer from seasonal allergies, and children with asthma are especially at risk during the spring as most kids with asthma also suffer from allergies. These seasonal allergies and the asthma attacks that come with them often mean increased visits to healthcare providers. The fact that this issue is top of mind for many in the spring offers an opportunity to engage parents in our target audiences as they seek healthcare for their kids and teens. It is a very good time to elevate the message and remind parents about the availability of free or low cost coverage for children and teens. So how can you participate? Grantees and partners across the country can get involved by planning and hosting outreach and enrollment activities in their community in April and May. These outreach and enrollment activities could include organizing an event, participating in grassroots activities, doing media outreach and spreading the word in other ways through community, business, and organizational partners. To get specific on different ways to organize in your community, we have identified four events or activities that can be easily adapted. First, forming a partnership with a local healthcare provider to plan a health fair providing free asthma screenings, education and enrollment. The Asthma Screen-a-thon or Spring Health Fair enrollment event could include an asthma or allergy specialist from your local children's hospital who may be willing to participate. You could always recruit local partners to help support the health fair and assistance setting up asthma screening. Potential partners include of course area doctors, respiratory care departments, business and non-profit organizations. The second option is a Spring Telethon. You can ask a local television or radio station to get engaged and co-host a spring telethon focused on raising awareness about asthma and allergies and free or low-cost health insurance for kids and



teens. This event could feature special guest speakers such as a respiratory therapist from a local children's hospital, a doctor, a local nurse, or a health care expert talking about the causes and the symptoms of allergies and asthma and the importance of getting health coverage. The phone line would automatically connect the viewer with application assisters ready to start the application process. We know that many parents are spending time outdoors with their kids in spring, whether it is recreationally or through organized sports like soccer or basketball. So in this next event idea, by partnering with a local youth athletic organization, like a Boys' and Girls' Club, YMCA, or municipal parks and recreation department, you can host a soccer or baseball enrollment drive where kids are playing their designated sport and application assisters are onsite for parents to learn more or actually begin the application process. Finally, you can call your local healthcare providers, remind them that allergy and asthma season is coming, and ask them to display or distribute information about free and low cost health coverage in their offices, clinics, or directly to parents. To help in this effort, we will be posting tools, tips and templates for you to utilize on insurekidsnow.gov. That includes event and activity ideas, planning tools that can be helpful, and tips on promotion. We will also have talking points and messaging combined with tips and sample templates for partner outreach, media outreach, social media and more. Also on InsureKidsNow you can find downloadable materials that you can print and distribute in your community. These materials are available for downloading today and can be customized for your state program. As you can see, they are focused on allergies and asthma, available in English and Spanish, and make the clear connection on the importance of having health insurance. These are available to download in palm card size for an easy handout or poster size to put on display. And as a reminder the Connecting Kids to Coverage Field Team is here to help you. No matter where you are in the country, the Regional Field Desks are available to provide technical assistance to you in support of these activities. And what type of support are we providing? Well, we are here to help organizations throughout the country with event planning. So if you are interested in implementing your own set of wave events, we can help there and provide other technical support you may need. We can also help with information on messaging that is working best for target audiences. We can provide the template materials we have been using, tips on media outreach and other resources that will support outreach and encourage local participation. So as we have gone over previously, the field team is organized in regions. We have Kate Kreps who is working in the Northeast and Central Areas of the country. We have Riley Greene in the Southeast



and Ashley McPhail covering the West. So if an organization contacts us for technical assistance and support, the call or email will be directed to the regional field desk representing that state and they will get back to you. So if you are an organization from Michigan and you have a question you will go to Kate, South Carolina Riley, and Washington State you will go to Ashley. It's been great because we've heard from so many of you and you are asking great questions, so please feel free to keep in touch with us and keep the questions coming. There are a couple of ways to reach the field team. Of course you can go to insurekidsnow.gov. You can also call us at 1-855-313-KIDS or email us at insurekidsnow@fleishman.com. Also, subscribe to our email newsletter, Connecting Kids to Coverage Campaign Notes to get updates on the latest information posted on insurekidsnow.gov. Now I am going to hand it over to Sandy to start the question and answers.

Sandy Won: We've just had a couple of questions come through while we were talking. One of them was about the customized materials. As Christine had noted, we have the materials for allergy and asthma season on insurekidsnow.gov. If you go to the website you will see the Connecting Kids to Coverage Campaign right on the home page, and if you click there and scroll down you will see our two ads in English and Spanish. As Christine mentioned, they're available as a palm card which is a 4" x 9" card, or an 11" x 17" poster. And these materials can be customized for your state program. The website also includes information about how you can work with CMS' Division of Design Services, and they can customize your state program, your contact information, and the eligibility income for your state. So we really encourage you to take advantage of these resources, use them in your activities or just help distribute them to your community partners, health providers, all of those organizations that can help you really raise awareness about coverage. Another question here was about, when should I start planning the activities? So I am going to toss that over to Christine who has been working with our field team and organizing events for the target market.

Christine Glunz: My sense in terms of timeframe for organizing is usually the sooner the better. We are about seven weeks out if I am doing my math properly from the start of this wave of activities for kind of first week of April. It is really easy to get folks who can get motivated early on and make early calls, get a location set, and then move forward with getting partners involved and expanding the reach. I should also mention that May nationally is Allergy and Asthma Awareness Month, so that can provide a good hook and motivation to get moving on event ideas, to get event ideas solidified



with local partnerships, whether it be a youth athletic organization or a healthcare clinic in your community. So if you can start making those initial calls this week, next week, the week after, solidify a location, get partners moving, expand the outreach, get flyers circulated and notifications around and in your community that this event is taking place and you will be in great shape.

Sandy Won: We seem to have a question about doing outreach at school events. I think those are great ideas, there is definitely a lot of opportunity to do school-based outreach during the Allergies and Asthma Wave. Contacting your school's nurses association, working with local teachers, parent networks. There is information on insurekidsnow.gov about engaging in school-based outreach. This is a very tried and true outreach strategy that really helps raise awareness among families about Medicaid and CHIP, and we will encourage you, if you call the Regional Field Desk we can definitely help you brainstorm some ideas for how you might be able to use existing partnerships with schools or broker partnerships with schools. We are here to help and hope that you will use the numbers that we provide throughout this PowerPoint set today, and just write them down. As Christine mentioned, we are here to help with all your event planning and outreach activities.

Christine Glunz: One thing that I would just mention in addition to what Sandy said is for school-based outreach through the athletic department in schools that are already organized, organizing kind of athletic flyers or applications to start. The athletic department as they organize that, can be a good way to distribute materials. So that is also another opportunity. We also have a question from Amanda in Colorado, is it better to reach out to radio, television or print. In all fairness, I would say all of the above. I would say access to radio stations is going to be a little bit, is kind of low hanging fruit because there are obviously more radio stations than there are television stations in most media markets. So just because the opportunity is there to call more radio stations, I would probably start with radio stations, but you are going to have a bigger impact if you can get into some TV air time. And a lot of television stations will provide that as a community service. So to make a large impact I would reach out to your television station. Once you can get on their programming calendar for that year, you can make a major impact in getting children enrolled in health coverage through a telethon. And most television stations have done this on one issue or another, so they will be familiar and can help you on how to set it up. You can start small and in two or three years you can end up with a large



telethon on a television station. And in terms of print it is definitely worth getting in touch with your local daily/weekly publications to see if they have any room or space to do some free promotion. I would say it is always a wonderful surprise to know that your radio, television, and newspapers as a community entity are willing to help spread the word especially when we are talking about children's health.

Sandy Won: I would just add to what Christine is saying, we also can provide support for media outreach through templates, press releases, news advisories, all of the tools in terms of pitching the media, helping you identify what are the best ways to go about doing that. Again, you should call our regional field desk and we can definitely help you out with that. So I think what we are going to do now is move on to Building Partnerships. We have a couple of really great speakers today to talk to you from different angles. I am first going to start with Alison Kruzel, she is a member of our Connecting Kids to Coverage Campaign Team. She is going to give some tips on building sustainable successful partnerships.

Alison Kruzel: Great, thanks Sandy and hello everybody. So as we are thinking through the best ways to make sure we are reaching families with this important information that low cost and free health coverage exists, one way that you can really extend your reach is by working through partners on the local level. And as Christine alluded to, there are many different ways that you can work with partners. They can plug into an event or activity that you are already planning that will draw a crowd by doing things like screening. They can also outside of your event help spread information and promote Medicaid and CHIP and the health insurance that is available through their offices, through different points of care. So there are lots of ways that you can be looking to engage specifically healthcare providers during the Allergies and Asthma Wave. And we are going to talk a little bit about this in the next few slides. So how do we do this, how do we get started and really ensure that the partnerships we are building are successful and sustainable? We've got a few tips here. The first one, the one that I think is very important, is making sure that you make their involvement as easy as possible. These are very busy organizations, healthcare providers especially are really pressed for time. We know that as they are seeing patients they've got a long list of things that they are doing while they are in the office with folks, health coverage might not always be top of mind. So ways you can make their involvement really easy is make sure that you are taking the time to research and talk to them about what their existing channels of communication are. So that if they have a listserv,



if they have a website that they are communicating either with patients or with other consumers and providers in their area, that you are making the request to tap into those channels and really work with them to spread the word in that way. Another thing you can do is provide them with some template language so that you are doing the work for them and really writing the message about the fact that these programs exist, putting in the hotline that parents can call, the website, and really giving it to them as prepared as possible so all they have to do is tweak it to make it for them and put it in their publication. Then of course making sure that the partnership is really mutually beneficial. This is critical. So a couple ways that you can do this is of course making sure that you are recognizing any of your partners at events that you are having, right? This can be done through your signage, if you are having a press event you can certainly ask them to speak during your event or certainly highlight the partnership and what they are doing to help you spread the word. And then you can also highlight them through earned media, and what I mean by that is if you are putting a press release out to promote your event, you know, getting a quote from your healthcare provider that is helping you out or talking about the partnership in the release, that is just a really nice way that you can recognize the work that they are doing with you. And then also a way to make sure that the partnership really feels valuable to them is looking for opportunities to connect your various partners. Often that is one of the most valuable things we can bring to the table when we are brokering a partnership is connecting them with likeminded groups or individuals, or perhaps it is a group that they wanted to get in touch with and haven't been able to make that connection. I know a lot of you do this already through coalition building, and it is just a really nice way to connect all of the partners that you are working with and making sure that they are getting some face time with each other. Then of course, always reporting back. So tracking the good work that you and your partner are doing together pulling as many metrics as you can. If you know that they are distributing materials or promoting an event, as much as you can track how much of that goes back to the partner is always a good thing to share back and for them to be sharing within their organization as well. And then this is an obvious one, but making sure that we are also thanking our partners for all the work that they are doing. And this leads into the next point of always be looking ahead to how you can continue to engage your partners. So of course if you are getting folks involved during allergies and asthma, healthcare providers can be important partners any time of year. And we know our next big wave of activities after allergies and asthma will be back to school, and there are a number of ways



that you can engage providers during that time of year as well. And you might find too, if you don't have a lot of time to reach out during allergies and asthma or leading up to it, you could start small with your partners and engage them in some way during this wave, really use that as almost a pilot with them and leave the door open, lay that groundwork so you can go back to them leading up to back to school time and really figure out what you are going to do with them to help spread the word in the community. So as we start to think through who are some of the individuals and organizations that you might engage during Allergies and Asthma, and again I am keeping this specific to healthcare providers because as the point was made earlier you are going to want to engage schools and soccer teams, and there are a lot of important partners that can work with you during this wave. For healthcare providers specifically, we just listed a couple of ideas here, different professionals you could engage really range from of course pediatricians to allergy and asthma specialists who are very timely during this time of year. Nurses, especially school nurses, nurse practitioners, physician assistants, doctors, pharmacists who will be writing those scripts at this time of year and I am sure that we left off a bunch of other professionals but this is just to give you an idea and get you brainstorming of what providers make sense in your community. And right along with that, think about different points of care. So where are potentially eligible families taking their kids and teens to get treatment during this time of year, and that obviously ranges from health centers and clinics to hospitals and urgent care centers, retail clinics, that is the CVS Minute Clinics of the world, and of course pharmacies. And I will just make the point here that if you have questions about who the right group of health care providers or point of care in your community would be to reach out to, please feel free to reach out through our field desk. We would be happy to get on a call with you and brainstorm and really help you determine who might make the best sense to partner with in the Allergies and Asthma Wave and beyond. So as we start to think through engaging these different individuals and organizations, what are some ways that we can actually work with them during allergies and asthma season? So we thought about this, we have a couple of ideas here on this screen. I know Christine mentioned some earlier during the webinar. But this really could include, you know, conducting asthma screenings and other health screenings and events. Sometimes this can really be a draw for parents to bring their kids to an event like this that they know that they are going to have the access to a free health screening. Also distributing materials, asking your partners to hand out the campaign materials in their waiting rooms, at the pharmacy counter, in the health clinic, so that as families are



coming in it is a quick "take one" that they can bring with them, and they have the hotline and the website with them at that point to follow up. Also, knowing that in a lot of offices it is really the admissions staff who are dealing directly with the patients, taking insurance information, and really getting an idea for if the family doesn't have insurance. So in addition to having materials available to the admissions staff, perhaps you can ask your provider partners to really give their staff some talking points, make sure they have a really clear understanding of these programs, how they work, what the eligibility levels are in your state so that they can have more of the one on one interaction, they likely will have more time for that interaction than the health care providers themselves. And then last idea here of being a spokesperson on the importance of health insurance for children and teens, this really has many applications. So this can, you know, range from having your health care provider speak at your press event as we mentioned earlier to engaging them in other earned media activities you might be having, putting them in your press release, having them potentially write an op-ed that can be placed in your local papers about the importance of making sure kids are connected with coverage. And also if they are willing, having them share information about the campaign and encourage their peers to get involved if they are at meetings or conferences with other healthcare providers in the state.

Sandy Won: Thanks, Alison. Now I am going to turn it over to Donna, who is going to introduce some real life examples of these partnerships and what they look like in action.

Donna Cohen Ross: Great, thank you so much Sandy and thanks Alison for that great overview. I really am pleased now to introduce two people, we will do them one at a time, to talk about how they have forged the kind of partnerships that Alison was talking about in their own communities. And I am especially pleased because both of our presenters are outreach grantees through our CHIPRA Outreach Program, and they are both current grantees and it's just really fabulous to hear about the great work that they're doing in their communities and to have this opportunity to share with all of you. So the first person that I'm going to introduce is Norma Forbes. Norma is the Executive Director of Fresno Healthy Communities Access Partners, which is a collaborative of healthcare and community organizations that are working together to improve access to healthcare for medically underserved communities in Fresno and the San Joaquin Valley in California. Norma is going to talk to us about what it is like to engage partners who are in the healthcare community. So Norma, I'm turning it over to you.



Norma Forbes: Thank you very much Donna, that's a great introduction. I'm pleased to be on this call today. My organization known as Fresno HCAP, Healthy Communities Access Partners, started eight years ago as a loosely organized collaboration. We originally were set up as crossing the safety net delivery system. So it was hospitals, clinics, private physicians, faith based organizations, a great group of just interested individuals that then became incorporated and is now a non-profit corporation that has been running for six years with a focus on outreach and education for children and families in Fresno County. We do focus totally on access to care, but this has always been one of our core areas of focus. We do have a very diverse racially, culturally challenging, rich ethnic population that we serve in Fresno County and the San Joaquin Valley, very high concentrations of poverty neighborhoods. People think those characteristics are, they describe them as a problem, we see them actually as what makes our area so fantastically diverse and wonderful to work with. We do have, we started in HCAP with developing community based partnerships, not with our provider community that was at the table talking with us. We started first in going to local community organizations and seeing what connections they had to providers, that they might have already been working with, and came to form our foundation through this base of trusted local organizations who knew these populations that we were working with. They knew the Hispanic/Latino world, they knew the Southeast Asian population, the Chinese, Hmong, African American, Indian, Oaxacan. So we worked with all of these organizations to really become a close partner with them and reach out to their orbit, their providers. One of the things that we really see, and it is still a real challenge for us, is that the providers in the area are so busy with actually their world of medicine and providing health care that they know pretty much what is within their walls. Particularly when you are dealing with large healthcare institutions, the children's health centers, the hospitals, specialty physicians. So what we have found is we go to where they are at, you know, we find the medical society is a partner with the staff quarterly meetings where we can go and speak and share with them what we are doing and have a little networking hour with private physicians, chambers of commerce, association meetings, those types of organizations. Immunization clinics, on the road and showing and talking and being visible and letting people know what you are doing, where they are at. You know, they are very focused on productivity, it is a world that is tight schedules, people only have administrative days, they only have certain times they are available to meet. Their availability is very restricted, they can meet, they may meet late, they maybe meet at lunch. You've got to know their



organization. I think, you know, when we are community organizations, we know that, it's like working in the school world. Also you have to learn what their world and their culture is like, it is very important to do that also in working with providers. We find, you want to be a neutral organization. We do not provide healthcare. So we do understand it though, and we understand their issues and challenges. At HCAP, we actually have monthly meetings where we discuss their issues and their challenges, and then we discuss how we might be able to help address those in the work that we're doing, how we can partner with them on issues and challenges they are having. Bring them funding, they're not used to the world of philanthropic organizations. But you can bring them also other things that are of value to them, recognition you know as was discussed a little bit earlier, you know, that they want to be known, they want patients, particularly patients who have health insurance. So you have this win-win situation where what we are doing is meeting a need of theirs and what we are doing is meeting the needs of the clients we're serving and our reason for being. Be aware that they are providers, they are used to making decisions and they are used to control. They are used to leadership. When you work with them, you have to let them have those roles in the work that you're doing. Let them chair meetings, lead task forces, listen to them, you know, that is the quickest way to lose them if they feel that you're not hearing what they're saying and you're not letting them play a key role in any effort that you're working on. I want to give an example that we had here in Fresno County that is, unexpected, but after really working with years of partner organizations, this is the type of thing we find that really keeps us going. We are planning an asthma event, and we have one of our providers that we're working with, and has been here actually in our area for twenty-five years, provides a free mobile clinic service. I just took to one of our recent meetings a flyer with the schedule of those events coming up, and our planned event for asthma, asthma screening and focusing on children and getting health insurance for asthma. Everyone picked up a little copy of it. After the meeting one of the providers stopped me, a local provider, and said, can I talk to you just a little bit about this? I want to understand a little more about this free clinic, what they do. Not aware of them at all, had no knowledge of them. So we just sat and chatted for just a few minutes after the meeting. What came out of it was that this provider has free clinic space he is looking at filling, and this little free mobile clinic situation has been looking for space for actually years. Again, the two never connected, working in the same area, never crossed paths. We were the little linkage that brought them together, creating what was mutually beneficial for them and hopefully a long term



relationship, a win-win for all of us – for the little free clinic, the mobile clinic, for the provider with his clinic, and for our families and our communities. So that is something we would never have targeted, but now I think we are going to have a continuing solid location where we can continue to do outreach and enrollment and families can come for care that is housed in an official provider's structure. Very wonderful opportunity that we are just tremendously excited about. That is everything that I had.

Donna Cohen Ross: Great, Norma, thank you so much for that. That was a really instructive walk through of what it means to engage partners in a productive way. I think, you know, we talk about learning to speak someone else's language, but I think you really brought that home to us and I love that you made a marriage between two of your partners. The one other point that you made that I want to just reflect on for a moment is the thing that is sometimes so hard for us, and that is letting partners take a leadership role, and I thought that was a really important thing and I just want to remind folks on the phone that if you were with us for our first webinar, when we talked about messaging, we also talked about messengers. And one of the things that we learned from the research is that, particularly in this area, children's health coverage, one of the most potent and important messengers are healthcare providers, are pediatricians and nurses, and so that idea of giving people an opportunity to have their voice heard and take a leadership role is really going to help us with our enrollment efforts as well. So Norma, thank you for that, and I know others will have some questions for you in just a moment. So now we are going to turn to one our partners in Texas. Sonia Lara is with us from the Texas Association of Community Health Centers, also one of our CHIPRA outreach grantees working very hard throughout the state of Texas. The Texas Association of Community Health Centers represents safety net healthcare providers that meet the healthcare needs of uninsured and underserved individuals in the state of Texas, and we know that that's a place with a lot of need, and we're really grateful for the work of Texas Association of Community Health Centers. So Sonia, it's yours.

Sonia Lara: Thank you Donna for that introduction, and good afternoon everyone. I'm glad to be here with all of you and want to, I want to share a little bit about what we're doing as providers and as health centers, I can tell you that, you know, we are very committed to bringing more awareness and enrolling our eligible population in the programs that they're eligible for. So first we have about 71 federally qualified health centers in the state, and we have over 300-350 sites, around there, I'm really not sure, but we have lots



and lots of sites in the state and we are working all to connect all our families in our surrounding communities to the coverage that they are eligible for. So first, what are we doing as health centers or as providers? Right now we're really pushing our health centers to hire outreach staff or designate someone within their health center as an outreach staff person. Traditionally, our health centers have always done outreach in the community, and more so now in the last year, especially when CHIP came, was passed into law. We have done primarily education about programs and also, you know, we have tried to create awareness of the programs by having health fairs and working with other community partners within their local communities to have enrollment drives, back to school events, and any other kind of opportunity that we can find to raise awareness of the programs. But more importantly however we've learned over the years that application assistance, especially when you're talking about a state like Texas and some of the other states that may be on the line, Maine, understand some states have a more complicated process of enrolling and applying for these programs. And so Texas unfortunately is one of those states. And we've found that application assistance is key to actually connecting kids to that coverage. So it is just more than creating awareness about programs, it is also helping families enroll in the program by providing application assistance. Nine times out of ten when we give, if a family here in Texas is given an application, they'll go home and won't fill it out. So we kind of see that as a missed opportunity to help families enroll. So also, as Donna said, we are under our current CHIPRA grant are really strengthening the kind of relationships that we've already had, and the schools have been pretty much our biggest success. We have reached out to school districts that in the past, some of our health centers hadn't really reached out to because they are a little further out. But this has really created such a floodgate of support and other schools wanted to be involved, and so our health center staff that are part of this CHIPRA grant have been very very busy, spending most of their time on school activities. And what I really like about the schools is that it is not just the school per se, I mean there are so many different layers and so many different divisions or departments that you can work with, and I think that having this grant has really helped us tap into all of those. Also, because of a recent state grant we also received, we are doing a lot of application assistance training which is something else that we're doing. So we're going out to our regional areas, we have cut the state up in regions, because it such a huge state. So we are sending staff to actually do the application assistance training for our health center staff and we're also asking our local health centers to invite their community partners.



It's a free training that we're offering so we are hoping that we are going to do really, really great things there because, you know, just the more people that are out there to help families the best, that's what works the best for us here. Finally, let's see, when, I was also asked to kind of just share some tips about, you know, if you want to reach out to local health centers, I think that is something that, health centers, we're there to meet the healthcare needs of our families but we also have a very very strong interest in connecting our families to other resources. So you know, other speakers have said before, it's really just having that interest or serving those populations that we serve already is really just a way to get in the door with us because we our patients to be fed, we want our patients to have access to shelters, that they find themselves in situations where they need that, we want them to have other resources than just meeting their healthcare needs. And so I think inviting your local health center, if you haven't already, I think they would make great partners, and you know, some may have already reached out to you because again, the populations we serve generally are eligible for these programs. And so I think if you all have a local coalition, invite your health center to be a part of that. There is a lot of opportunity there for, you know, collaborating and also referrals, setting up a referral system between all the organizations. And that has worked very very well, that kind of model has worked very well in a lot of our communities and local health centers that have started coalitions. And I just kind of listed some of our traditional partners, you know, they are all listed here, but one of the things that has really been a great success for us is also working with business, and sometimes they are not so much a traditional partner but they have become here in Texas because so many chambers of commerce, for example, represent members and small business owners, who don't have the ability to offer health insurance for their employees, and so that has been a great partnership there. And they let us come to their meetings, and we present, our health center staff will present about the availability of these programs, and that assistance is available and is set up, times when they can come or any event they may have, and so they advertise flyers, we've done telethons, we've done newspaper articles. So it has been a great experience, and we're really grateful to CMS for all the support that they've given us. And I think that's all I had to share, so I'll stop there.

Donna Cohen Ross: Great, thank you so much Sonia. A lot of what we heard I think was really important, you talked about traditional partners and then mentioned, there is also sometimes untraditional partners. So as we



are queuing up for questions if any of our participants have some examples of untraditional or nontraditional partners, get in the queue also. I think we'd like to hear about some of the partnerships that you've forged as well. And while that's happening I think I'm going to pass it back to Sandy. I think we do have a couple of questions already.

Sandy Won: Thanks Donna, we do. And just before I start this, I was going to go over again how you ask questions. You can type your question into the question box on the right hand side, which is in your control panel, and we also have a raise your hand feature. So that is the little hand icon in the control panel, if you have a question just click on that and we can call on you. And again, just be sure you realize you need to have microphone capabilities through your computer, so if you know you have that we can certainly get you online through audio. And if not please use the chat feature as we can get the questions that way too. So we have a couple hands raised, if we could hear from Linda Emprano, I hope I didn't butcher that. Linda, are you on the line? I'm sorry Linda, if you could type your question into the chat box we would love to be able to take that for you. We also have Laura Brewer. Hi Laura, are you on the line? Laura can you hear us, can you speak? Please use the question box on your control panel, sorry we are having problems hearing you through the audio. And while we're waiting for you to type those questions in, we did get a couple questions in terms of, Norma, the provider perspective that you were talking about. What are some of the challenges you face in terms of getting health providers on board?

Norma Forbes: Yeah, it is always I think a challenge to get them onboard. Because I was saying, they are so busy, you've got to really, they're just not available a lot of the time. So you know, one of the issues is going to them and working with them in their timeslots. And that, I mean, if you are looking at many physicians at the hospital, they start work at seven o'clock in the morning. And so if you want to meet with them, it may be at 6:30 in the morning to actually have a chance to talk to them. And they are not going to have until lunchtime, and many of them don't want to use their lunches in a time to talk. Now we do serve food a lot, because they are working and busy, I mean obviously I'm talking about largely physicians. But that is where you have to find out from them. We feed them, doctors are maybe, to use a bad analogy, like policemen, they do like bagels, doughnuts and things. And so if you have a way that you can get access to their lounge, and we do get access to that to just be able to chat with them and talk with them like in the hospital environment. And then, now they don't want any salespeople doing that, they don't want to be sold something, but



once you've established that collaborative partnership they will open up and let you be able to have access and enjoy chatting with you about what you are doing in the community to help the patients that they're serving too.

Sandy Won: Great, thanks Norma. We have another question here, and I'm going to toss this over to Sonia since she is providing the provider perspective. It's a question from Laurie Williams who asks, give an example of how you get provider support.

Sonia Lara: Well, you know, I think as health centers, you know, given that they're the type of provider, and I can speak for the Texas health centers, and I think for all of our health centers, really, I mean, we have I think a vested interest in wanting to work with our communities and a lot of us do. I think as far as, you know, actually contacting a health center, I mean, just like Norma is saying, we're providers, we're very very busy as well. But I think if you ask for the outreach person, most of health centers have someone that conducts marketing and outreach for the health center, and I think that that would be someone that you can start with and go from there. A lot of times, you know, CEO's would be the ideal candidate to speak with, but again a lot of our health centers, just the nature of health centers, is that they want to be out in the community and help enroll our eligible populations into the programs that they're eligible for. So I don't know if that's very helpful or not, maybe from a private provider's perspective I can't really speak to that, I think Norma probably has more experience than I do, but as far as the health centers it is really just reaching out to them and telling them that, you know, you all serve the same populations and how can we collaborate. And I think that you'll find that they're very amenable to that.

Norma Forbes: This is Norma, I just wanted to add, we do have a representative on our board from the private medical society, and it actually covers three counties. And that representative speaks at their board meetings every month regarding what we're doing and what is going on, to keep them aware. So it encourages individuals to reach out to us if there are questions or if they need assistance. So that has worked well with us, having one of their leaders on our board, and then keeping that individual informed to be able to take back to the private physicians.

Alison Kruzel: Great, and this is Alison Kruzel. I was just going to add, going back the point we made earlier about making involvement as easy as possible. If you go to them and show them that you have materials that are ready that they can just display in their waiting room or at their counter,



they are going to be more open to that than something that would be more time intensive. So I think you know, at least getting your foot in the door that way could be a way to start a relationship with a provider in your community.

Sandy Won: And just to segue off of that, we did get another question about the customized materials, speaking of materials. And these are available on insurekidsnow.gov. They can be customized, there are instructions on the website about how you can get that done. There is also a question about the sizes. So the palm card size again is 4" x 9", and someone had asked why we chose that size. In our experience, we feel like that is a very compact, sort of easy to hand out through your healthcare providers, through other community organizations. But also it fits quite nicely into a business size envelope. So that is one of the reasons we chose that size. And someone was asking about non-customized materials. There are national campaign materials if you don't want them customized that just have the CMS and HHS information on there, the insurekidsnow.gov and the 1-877-KIDS-NOW. That information is available, you don't need to wait to get it customized, you can just download them straight from the website. And then there was one more question about an application assistance training program. Somebody had asked how they could set one up. So I'm going to actually see if Donna or Norma or Sonia has any ideas for that.

Donna Cohen Ross: This is Donna. I would just start by saying, the availability of training for application assistance varies by state. There are some states that actually require or at least strongly suggest that application assisters have the state training, and I think anyone who has done application assistance knows that it is really important to understand that process, and so if training is available to take advantage of it. And I think the best way to find out if your state has training is to check in with the Medicaid or CHIP agency in your state. One other advantage, and I'll pass it over to others for additional comments, but one other advantage to getting trained is that often times that gives you a special relationship with the state or county that is doing eligibility determinations so if there are problems, if you need to troubleshoot, you have a contact person, you have somebody that you can go to if you get an unusual situation or you want to help somebody find out where in the process their application is. And that is just as important as taking somebody through actually filling out the application. And I don't know if our other speakers would like to share anything about that.



Norma Forbes: This is Norma, and in California we do have required training for the assisters. But we also work with our Medical/Medicaid office and the local counties to be able to provide the content training of the program. And so they do the training of our new assisters coming in, and then my organization, Fresno HCAP, we use a technology tool that enforces the requirement to do complete accurate applications, and so we then do the last piece of the training that shows them how those Medical/Medicaid rules are in the computer and how that assists them in taking applications for families, working with them in terms of their interaction with the families and the computer. So we kind of have a phased step to actually getting a confident, knowledgeable assister out there to work with the different populations of families and their children that we need.

Sonia Lara: This is Sonia from Texas. In Texas, traditionally we really haven't had, the state does have an application assistance training that they do, but we usually use other organizations that, that is all they do is provide application assistance to families. For instance, here in Austin we use locally a group called insure-a-kid, and they were started by the Michael and Susan Dell Foundation and have just taken off. I think with the implementation of the Children's Health Insurance Program, the CHIP program, they launched this nonprofit and thought that was only going to be up until they enrolled kids and then they would go away, but they're still here because there is such a great need here in the state. So what we have them do is we always like to say that there is policy versus practice. And the state will give policy assistance training, and that is very good because it helps you understand why a lot of this information is requested from the state and various policies of the different programs, but insure-a-kid actually is out there doing the application assistance, and sometimes that doesn't always translate so smoothly. Sometimes there are exceptions, sometimes there are case scenarios where the state training sometimes doesn't address those kinds of cases or scenarios. And so right now the application assistance training that we're doing is with insure-a-kid. And I'll also add that we have a new online application that launched earlier last year, it has already been a year that the state launched an online application self-service portal where community based organizations can sign up and become what they call "navigators," and I know the "navigators" term is being used much more often now, especially with the health care reform and all that. But for this purpose, navigators help families use the online benefits application for Medicaid and TANF and SNAP, but those navigators will have to be trained online. The training is available online, and they will have to get certified in order to get



a login to help assist families and actually do some case management level kind of assistance as well. So that is what we are doing here in Texas.

Sandy Won: Great, thank you so much. I know we are running close to the hour, so we just wanted to go real quickly through our winter wave activities, and I am going to pass this back over to Christine Glunz, our Field Director, to let you know what has been going on.

Christine Glunz: Thanks, and I will try to be very quick. We are very excited about the capacity we have been able to build, the awareness we have raised and the events we have done so far. Let me just highlight a few of these. In Atlanta we teamed up with the Georgia Department of Community Health and partnered with the West End Medical Center to conduct an outreach and enrollment health fair on February 16. The event included six other local organizations tabling and providing information and services as well as the opportunity to apply for Medicaid and CHIP. In Cincinnati we worked with the Legal Aid Society of Greater Cincinnati to plan the next event, Valentine's Day Family Fun Day targeting the Hispanic population in the area. We had a day of fun planned indeed, complete with a salsa band, Latin food, arts and crafts, face painting, games, and health demonstrations and screenings. In Houston we teamed up with the Children's Defense Fund Texas for a Valentine's Day themed community enrollment event through its partnership with Fiesta Mart Supermarkets, and at eight Fiesta Markets throughout the Houston area we had children's health insurance sign up events aimed at reaching eligible yet uninsured children in the greater Houston area and there was onsite application assistance for families wishing to apply or renew. And this coming weekend I want to mention we've got a couple of events happening. In Albany, New York, we have teamed up with the New York State Department of Health and have partnered with the Boys' and Girls' Club of Albany to host a Hoops for Health basketball tournament, so we're very much looking forward to that. And in Tampa this weekend we're teaming up with the Kids Healthcare Foundation for a flu prevention and enrollment event in partnership with St. Joseph's Children's Hospital. This event will bring families together to learn about flu prevention and enroll in health coverage with the option of receiving a flu shot. And just finally I want to mention, we are working with our target markets to build awareness about the importance of children's health coverage and the ability of Medicaid and CHIP beyond just these events. So we've done this by engaging community partners, getting media involved, and we've also tapped into parent networks through peer to peer letters and other avenues. And finally again, there are a couple of ways to



reach out to us, to the field team. You can go to insurekidsnow.gov, you can call us anytime at 1-855-313-KIDS, or email us at insurekidsnow@fleishman.com. That is it from the field report, and I'm now going to pass it back over to Donna. Donna, are you on the line?

Donna Cohen Ross: I'm still with you, and I'm just going to take one more moment to thank all of our speakers for a really informative and interesting webinar today, getting a little bit under the surface which I think is really good for everybody. So thanks for your participation. I especially want to thank all of our webinar participants. We do want to know what you think. You can use, I am going to say this, and Sandy and Alison, sorry if I'm putting you on the spot, but I'd like people to tell us what they think as well about the webinars and how they're going. If you want to send an email to that insurekidsnow@fleishman.com email address, there you go on the screen. So they probably didn't dislike that too much. But we really do want to know that these webinars are serving your needs. I encourage you again to go onto insurekidsnow.gov to check out the materials that we have for the Asthma and Allergy Wave, also our Hands Full materials which are general materials for the campaign. And also we have some specialized things, we didn't get a chance too much today to talk about the work that you might think about doing with school and community based sports leagues, but we do have a strategy guide called Get Covered Get in the Game which will give you lots of ideas on how you might connect with partners in the youth sports community. So hopefully that will get you excited and revved up for work going forward. We will be letting you know soon about our webinar planned for March on reaching Latino audiences, and we really look forward to working with you moving forward and to having you on that webinar as well. Now that we are a little bit past the hour I think I will thank everyone once again and say goodbye for now.