



Connecting American Indian and Alaska Native Children to Health Coverage

December 15, 2016



| InsureKidsNow.gov

Agenda

- Overview and Introductions
- Strategies to Enroll American Indian and Alaska Native Families into Medicaid and CHIP
- Overview of Indian Health Service
- AI/AN Digital Engagement Strategies
- Connecting AI/AN Families to Health Coverage
- Campaign Resources
- Questions and Answers



The background of the slide is a close-up, slightly blurred image of a computer keyboard. Several keys are visible, each featuring a different social media icon: a blue Twitter bird, a red and white YouTube play button, a blue Facebook 'f', a red and white Pinterest swirl, and an orange and white Instagram camera. A semi-transparent blue rectangular box is overlaid on the center of the keyboard, containing the poll question and options in white text.

Poll Question: Do you or your organization have outreach experience with AI/AN communities?

- a. Yes
- b. No

Strategies to Enroll American Indian and Alaska Native Families into Medicaid and CHIP

Kitty Marx

Director of the Division of Tribal Affairs
Centers for Medicare & Medicaid Services



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Informational Bulletin

- On November 28, 2016, CMCS issued an Informational Bulletin (CIB)
<https://www.medicaid.gov/federal-policy-guidance/federal-policy-guidance.html>
- Identifies strategies states can employ, in concert with Tribes and Indian health care providers.
- Outlines outreach and enrollment best practices for assisters and others working in or with Tribal communities



ACA: Streamline Enrollment

- ACA contained provisions that simplified and streamlined the enrollment and renewal process for Medicaid and CHIP.
- States are now required to implement streamlined enrollment and renewal processes, greater outreach and availability of enrollment assistance, electronic data matching, and simplified verification procedures.



Tribal Barriers to Enrollment

- AI/ANs still encounter enrollment challenges due to remote geographic locations, lack of access to reliable internet and phone service, distrust of government programs, language and health literacy barriers, and cultural differences.
- Enrollment in Medicaid and CHIP benefits AI/AN individuals, their families and their communities.



State Enrollment Strategies

- On-line access to eligibility
- Outstation eligibility workers
- Medicaid Administrative Match
- Express Lane eligibility for children
- Presumptive eligibility
- Continuous eligibility



Enrollment Best Practices

- Many of the strategies and ideas for best practices came from enrollment assisters who work with AI/ANs
- Varied Outreach Strategies
- Technology in Outreach
- Internal Technological Infrastructure
- Have Beneficiaries Renew to prevent a lapse in Coverage



Cultural Competency and Working in Tribal Communities

- There are some cultural differences that are important to understand in conducting outreach in Indian Country
- CIB summarizes things to remember and helpful hints



Funding Opportunity for American Indian/Alaska Native Outreach

- Proposals due January 17, 2017
- Awards will be in the form of cooperative agreements ranging in size from \$250,000 to \$500,000 over a two-year period
- Anticipated award date of May 17, 2017
- Learn more:
<https://www.insurekidsnow.gov/campaign-information/outreach-enrollment-grants/index.html>



CMS Division of Tribal Affairs Resources

Bonnie Hillsberg

Health Insurance Specialist

Division of Tribal Affairs

Centers for Medicare & Medicaid Services



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CMS AI/AN Website

<http://go.cms.gov/AIAN>

The screenshot shows the CMS.gov website with the following elements:

- Header: CMS.gov logo, navigation links (Home, About CMS, Newsroom, FAQs, Archive, Share, Help, Print), and a search bar.
- Navigation: A row of yellow buttons for Medicare, Medicaid/CHIP, Medicare-Medicaid Coordination, Private Insurance, Innovation Center, Regulations & Guidance, and Research, Statistics, Data & Systems.
- Section Header: "American Indian/Alaska Native" with a decorative border.
- Text: "The Center for Medicare and Medicaid Services (CMS) Tribal Affairs Group works closely with American Indian and Alaskan Native communities and leaders to enable access to culturally competent healthcare to eligible Medicare and Medicaid recipients in Indian Country. CMS collaborates with the Indian Health Service and other federal partners to facilitate access to high quality and timely healthcare."
- Text: "Through the Medicare, Medicaid and Children's Health Insurance Programs, CMS provides for the delivery of healthcare to American Indian and Alaskan Native (AI/AN) people. Funding from these program accounts for a significant portion of the Indian health care budget. Due to the special relationship between the federal government and Indian Tribes, CMS frequently has special rules when working with the Indian Health Service, Tribes and Urban Indian programs (I/T/Us)."
- Text: "CMS established a Tribal Technical Advisory Group (TTAG) in 2004 to seek input and advice on policies and strategies to increase AI/AN access to CMS programs. TTAG adopted a 2010-2015 Strategic Plan that sets out three targets: (a) establishing and improving access to CMS funded long term care services; (b) implementing strategies to increase AI/AN enrollment in CMS programs; and (c) identifying current and future administrative, regulatory, and legislative policies that affect AI/AN beneficiaries and providers."
- Left Sidebar: A list of navigation links including Spotlight, Tribal Consultation, Tribal Technical Advisory Group (TTAG), Affordable Care Act, All Tribes Calls, Children's Health Insurance Program, Long-Term Services and Supports Technical Assistance Center, Medicine Dish Broadcasts, Outreach & Education Resources, State Tribal Relations on HealthCare, and Trainings.

The screenshot shows the CMS.gov website with the following elements:

- Section Header: "Outreach & Education Resources".
- Text: "The CMS Division of Tribal Affairs is responsible for creating and disseminating informational materials to American Indian Alaska Native (AI/AN) beneficiaries, providers, and relevant health professionals on CMS programs. This includes multimedia (video & radio), printed materials, webinars and training materials. Many of these materials were developed in collaboration with HHS (Intergovernmental External Affairs), the Indian Health Service, the CMS TTAG, and national Indian organizations. These materials can be downloaded from this page or ordered from the CMS warehouse. Click on below links to access materials."
- List of Resources: A list of links including Power Point Presentations, Tribal Specific Brochures, Tribal Specific Fact Sheets, Medicaid Flyers, Posters, Public Service Announcements (PSAs), Radio PSAs, Videos, Webinars, and How to Order Tribal Products.
- Image: A graphic of a laptop displaying the YouTube logo with a red callout box that says "Click to view the CMS tribal playlist & videos".
- Section Header: "Power Point Presentations".
- Text: "American Indians and Alaska Natives in the Marketplace".
- Left Sidebar: A list of navigation links including American Indian/Alaska Native, Spotlight, Tribal Consultation, Tribal Technical Advisory Group (TTAG), Affordable Care Act, All Tribes Calls, Children's Health Insurance Program, Long-Term Services and Supports Technical Assistance Center, Medicine Dish Broadcasts, Outreach & Education Resources, State Tribal Relations on HealthCare, Trainings, and How to Order Tribal Products.



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Customizable Flyers



Looking for Health Insurance that Fits Your Health Needs and Your Budget?

Medicaid or CHIP May Be the Answer! You Can Enroll Any Time—But Why Wait?

Medicaid and the Children's Health Insurance Program (CHIP) offer low-cost or free health insurance for you and your family. In many states, more adults than ever before may qualify for Medicaid.

Who may be eligible?

- Children and teens up to age 19
- Parents (and other adults, depending on the state)
- Pregnant women
- People with disabilities
- Youth "aging out" of foster care

Eligibility depends on income, the size of your family and the rules in your state.

When you enroll, you can get:

- Doctor visits
- Preventive care, such as immunizations, mammograms & colonoscopy
- Prenatal and maternity care
- Hospital stays
- Mental health care
- Needed medications
- Children get vision and dental care adults may get these benefits too!

American Indians and Alaska Natives who are eligible for Medicaid or CHIP:

- Can get care from your Indian care provider.
- Don't have to pay premiums or co-payments.
- Indian trust income is not counted to determine eligibility and is protected from Medicaid estate recovery rules.

You benefit by having greater access to health care services.

Tribes benefit because their health programs get more resources.

To find out if you qualify, visit HealthCare.gov or call 1-800-318-2596 or contact your local Indian health care provider for help applying.



CHIP Product No. 11201-01



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CHIP Product No. 11201-01

<https://www.medicaid.gov/medicaid/outreach-tools/supporting-enrollment-efforts/index.html>



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AI/AN Specific Training Materials

Healthy Students, Promising Futures

School-based health for Indian Country

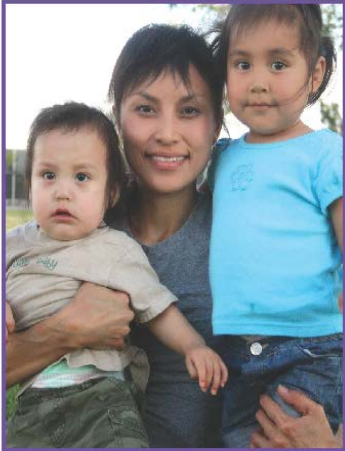
- > Connecting students to insurance
- > Health care opportunities in schools
- > Building partnerships between schools and tribal health providers

American Indian / Alaska Native

Important facts about

CHIP/

CHILDREN'S HEALTH INSURANCE PROGRAM



Knowing your child is covered brings peace of mind!

Essential Health Benefits

For American Indians and Alaska Natives

- > Benefits that all plans cover
- > Free preventive care



How to Order Tribal Products

The screenshot shows the CMS.gov website interface. At the top, there is a navigation bar with links for Home, About CMS, Newsroom Center, FAQs, Archive, Share, Help, Email, and Print. The CMS.gov logo and 'Centers for Medicare & Medicaid Services' are on the left. A search bar is on the right. Below the navigation bar is a horizontal menu with categories: Medicare, Medicaid/CHIP, Medicare-Medicaid Coordination, Private Insurance, Innovation Center, Regulations and Guidance, Research, Statistics, Data and Systems, and Outreach and Education. The breadcrumb trail reads: Home > Outreach and Education > American Indian/Alaska Native > How to Order Tribal Products. On the left side, there is a sidebar menu for 'American Indian/Alaska Native' with links for Spotlight, Tribal Consultation, Affordable Care Act, All Tribes Calls, and Children's Health Insurance Program. The main content area has the title 'How to Order Tribal Products' and a sub-section 'Tribal Product Ordering Website:'. The text below reads: 'If this is your first time ordering, go to <http://productordering.cms.hhs.gov> and Create An Account. If you are a CMS partner and need education and outreach materials click on the words Create An Account. For previous users, please enter your Username and Password in the designated fields, and then click on the Sign In button.'

If this is your **first time ordering**, visit:

<http://productordering.cms.hhs.gov>



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Useful Links

- Visit www.Medicaid.gov or visit <https://www.medicaid.gov/state-overviews/state-profile/index.html> and click on your state on the map for more information about each state's Medicaid programs
- www.InsureKidsNow.gov
- <http://go.cms.gov/AIAN>
- [AI/AN grantee recipients](#)



Thank you!

Send questions and comments to
tribalaffairs@cms.hhs.gov



Overview of the Indian Health Service

Carol Chicharello

Acting Director

Division of Business Office Enhancement

Indian Health Service



| [InsureKidsNow.gov](https://www.insurekidsnow.gov)

Agency Overview

- **Our Mission:** To raise the physical, mental, social, and spiritual health of American Indians and Alaska Natives to the highest level.
- **Our Goal:** To ensure that comprehensive, culturally acceptable personal and public health services are available and accessible to American Indian and Alaska Native people.
- **Our Foundation:** To uphold the federal government's obligation to promote healthy American Indian and Alaska Native people, communities, and cultures and to honor and protect the inherent sovereign rights of Tribes.



Priorities

Agency Priorities: Developed with input from staff and Tribes as a strategic framework to focus agency activities on priorities for changing and improving the IHS:

- Assessing Care
- Improving How We Deliver Services
- Addressing Behavioral Health Issues
- Strengthening Management
- Bringing Health Care Quality Expertise to IHS
- Engaging Local Resources



Health Care System Overview

- IHS Direct Health Care Services
- Tribally-operated Health Care Services
 - Titles I and V of the Indian Self-Determination and Education Assistance Act provide Tribes the option to assume control and management of programs.
 - Today, over half of the IHS appropriation is administered by Tribes, primarily through self-determination contracts or self-governance compacts.
- Urban Indian health care services and resource centers



Profile

- Serves members of 567 federally-recognized Tribes
- 2.2 million American Indians and Alaska Natives
- Headquarters and 12 Area Offices: Alaska, Albuquerque, Bemidji, Billings, California, Great Plains, Nashville, Navajo, Oklahoma City, Phoenix, Portland, Tucson
- 170 IHS and tribally-managed service units
- 34 urban programs



Challenges

The Indian health system faces a number of challenges, including:

- Populations growth and increased demand for services
- Rising cost/medical inflation
- Difficulties recruiting and retaining medical providers
- Increased rates of chronic diseases
- Challenges in providing rural health care
- Aging facilities and outdated equipment
- Lack of sufficient resources to meet demand for services

Outreach and Education

- Outreach, education, and enrollment has become a function of the revenue cycle and has placed additional demands on staff in the field.
- Having health coverage means more options for our patients. Success stories have been posted on the IHS Blog and by the Tribal Self-Governance Advisory Committee.
- IHS Headquarters ACA Efforts
 - ACA Webpage, ACA Implementation Listserv, National Q&A Calls
 - National Indian Health Outreach and Education Initiative

Thank you!

Carol Chicharello

Carol.Chicharello@ihs.gov



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AI/AN Digital Engagement Strategies

Chawin 'Win' Reilly

Tribal Healthcare Reform Outreach &
Education Program Associate
National Indian Health Board

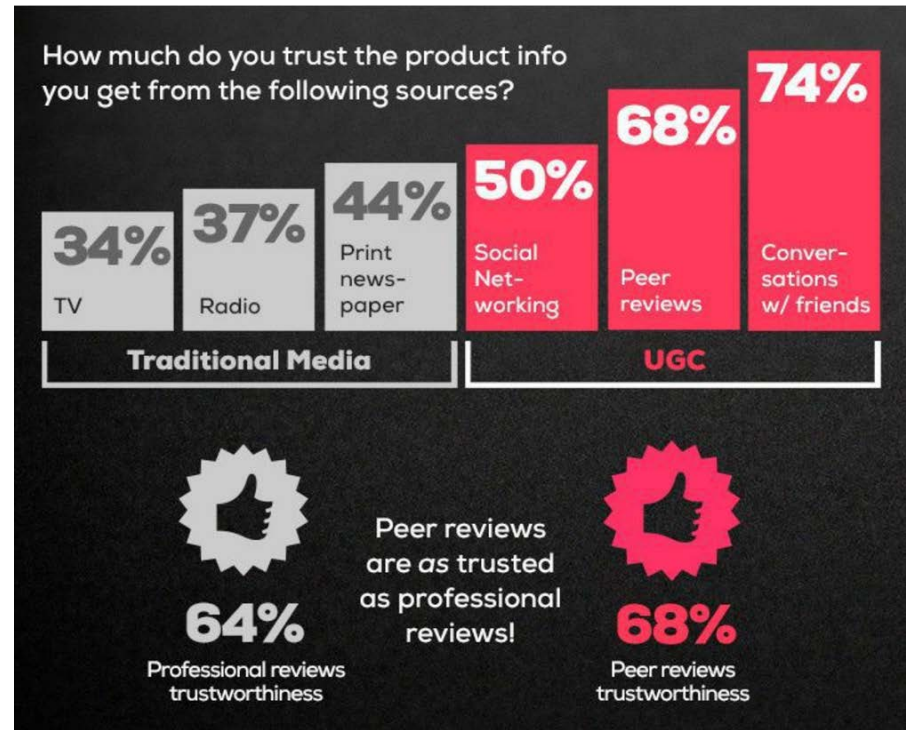
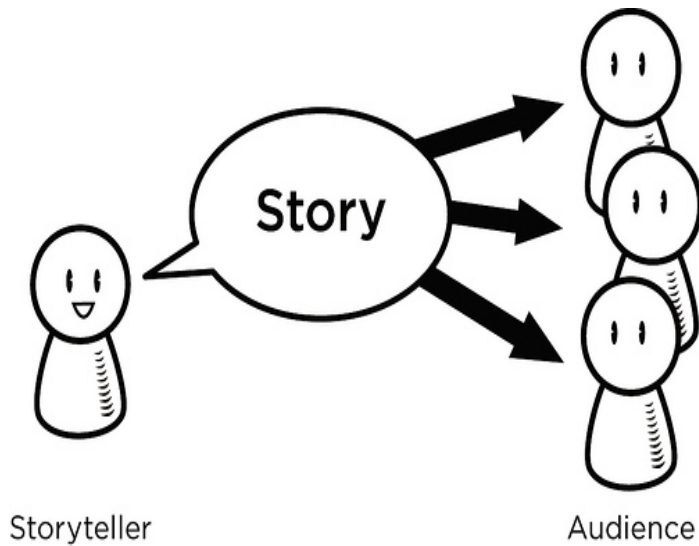
Tribal Health Reform
Resource Center

A project of the
National Indian Health Board



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Digital Engagement Strategies



Tribal Health Reform
Resource Center

A project of the
National Indian Health Board



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Points to Consider

- Popular themes, images, and trends
- Color matters in your designs
- Not all social media is the same
- Trusted sources, peer to peer
- Engage American Indians and Alaska Natives in your work
- Be authentic
- Dual approach
- Partner up!



[InsureKidsNow.gov](https://www.insurekidsnow.gov)

Tribal Health Reform
Resource Center

A project of the
National Indian Health Board



NIHB Resources: Toolkits

Tribal Health Reform Resource Center
A project of the National Indian Health Board

National Indian Health Board

Affordable Care Act (ACA)	Indian Health Care Improvement Act (IHCIA)	Medicare, Medicaid and Health Reform Policy Committee (MMPC)	Tribal Technical Advisory Group (TTAG)	Resources	Contact
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NIHB Affordable Care Act Toolkit for Native Youth

Have a question for us?

Outreach and Educational Materials

Events Calendar

Tribal Health Reform E-Newsletter

Presentations

Federal Agency Links

Non-Federal Agency Links

Acronyms/Definitions

www.Nihb.org/TribalHealthReform

Resources-> Outreach and Education Materials



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Tribal Health Reform Resource Center

A project of the National Indian Health Board



Enrollment Basics

Why should AI/AN care about enrolling into Medicaid and CHIP?

- Inform AI/AN that Medicaid and CHIP counts as minimal essential coverage to meet the Affordable Care Act requirements
- Even after enrolling into programs like Medicaid and CHIP, the consumer and their family can continue to go to their preferred I/T/U for services
- AI/AN do not have to pay premiums or enrollment fees; and if they use an ITU or Purchased/Referred Care (PRC), will not have to pay any cost sharing, such as deductibles or copayments.
- It provides the AI/AN more choices; they are able to continue their care at their preferred I/T/U or chose to go outside the I/T/U system for care
- Brings third-party resources into your community, which can provide more resources for your I/T/Us

Tribal Health Reform
Resource Center

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Thank you!

Chawin 'Win' Reilly
WReilly@nihb.org

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National Indian Health Board



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Southcentral Foundation Connects Families to Health Coverage

Katherine A. Anderson
Manager of Patient Accounts
Southcentral Foundation

Southcentral
Foundation



| [InsureKidsNow.gov](https://www.insurekidsnow.gov)

Southcentral Foundation Overview

Our Mission is working together with the Native Community to achieve wellness through health and related services.

We operate in the Southcentral Region of Alaska and in multiple community health centers throughout the state.



| [InsureKidsNow.gov](https://www.insurekidsnow.gov)

Rural Outreach

- As a full-time manager dedicated to rural outreach:
 - Travels to 12 rural communities
 - Connected **over 250** customer owners to coverage in 2016



Increasing Enrollment

In 2016, SCF took on multiple initiatives and partnerships to implement tools to help increase Medicaid enrollment. Outreach efforts included:

- Rural outreach
 - Twelve community healthcare clinics
- Local events and focused incentive-based events
- Conducted targeted projects
- Increased resources in SCF Pediatrics Clinic



How SCF Increased Enrollment

Rural outreach

- Contacted the twelve (12) community healthcare clinics
- Clinics advertised Family Health Resources (FHR)
- Incorporated outreach activity at local health fairs
 - Informational brochures
- Rewarded customer-owners that completed a Medicaid application with incentives
- Results were reported in monthly Contract Health meetings
 - Increase in payer mix
 - Testimonies



How SCF Increased Enrollment

Local events and focused incentive-based events

- Participated in newly acquired SCF clinic grand openings
- Established a travel schedule based on customer-owner needs in Contract Health Clinics (CHC)
- Based incentive items on geographic locations
 - Example: Universal gift cards



How SCF Increased Enrollment

Conducted targeted projects

- Local community outreach
 - Beans Café
 - Covenant House
- Renewal project
 - 3 Full-Time Equivalents (FTE) to contact customer-owners due for Medicaid renewals
- Rural Anchorage Service Unit (RASU)
 - 2 FTEs, 1 to regularly visit RASU clinics



How SCF Increased Enrollment

Increased resources in SCF Pediatrics Clinic

- Assigned 2 FTEs to Pediatrics Clinic
- Ran daily appointment schedule
 - Identified Indian Health Service customer-owners with no current health insurance
- Connected with customers prior to appointment
 - Determined eligibility
 - Completed Medicaid applications
 - Processed temporary benefits, if applicable



Building Relationships & Trust

In an effort to expand opportunities to enroll in health coverage for Alaska Natives and American Indians, SCF Benefits Enrollment built relationships with several organizations in Anchorage. These included homeless shelters, soup kitchens, and youth homes.

- Regularly visit each organization to enroll individuals:
 - Without coverage
 - With high medical needs
 - Without transportation



Resources & Tools

Implemented an internal auditing & tracking tool to aid in Medicaid enrollment and retention.

This tool:

- Allows SCF to identify training needs for staff
- Accurately tracks households and application types
- Tracks renewal dates
- Can identify resource needs based on location



Results

In 2016, SCF increased FHR presence throughout the state.

Outreach efforts provided information to **4,494** customer-owners and, of those contacted, **2,946** submitted an application.



Thank you!

Katherine A. Anderson

kaanderson@SouthcentralFoundation.com

Southcentral
Foundation



InsureKidsNow.gov

Connecting Kids to Coverage National Campaign Resources



[InsureKidsNow.gov](https://www.insurekidsnow.gov)

Additional Campaign Materials



- Outreach Materials— Customizable Posters/Palmcards, Videos, Tip Sheets
- Informational Webinars
- “Campaign Notes” eNewsletter
- Ready-Made Articles, Radio Scripts
- Digital Media Tools
- TV & Radio PSAs (forthcoming)



Digital Media Tools



- Social Media Graphics & Guide
- Web Buttons & Banners
- Sample Posts



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Examples of Material Topics

- Year-round Enrollment
- Oral Health
- Vision
- Teens
- Sports



Official Message from the U.S. Department of Health and Human Services

**Win or lose, what matters is being part of the team.
Health insurance gets them in the game.**

Free or low-cost health insurance for children and teens up to age 19. Children may qualify. Even if you've been turned down for health insurance, you may qualify for Medicaid or CHIP. Parents may qualify for coverage for your family, too. Call 1-800-318-2596 (TTY: 1-855-889-4325) or visit InsureKidsNow.gov for more information.

**Get Covered.
Get in the Game.**

InsureKidsNow.gov

CMS Product #11804

Think Teeth Every Step of The Way

Give your baby healthy teeth from the start. It's easy!

- Gently brush baby's teeth twice a day. Use a tiny amount of fluoride toothpaste.
- Take your baby to the dentist by her first birthday. Continue regular check-ups as recommended.
- Tooth decay is caused by bacteria. Your baby can "catch" the bacteria from you.
 - Keep your mouth healthy.
 - Don't share cups or spoons.
 - Put only water, milk or formula in bottles or sippy cups.
 - Don't put your baby to bed with a bottle or sippy cup.
 - Limit sweet snacks and sugary drinks, including juice.

Medicaid and CHIP cover children's dental services, such as teeth cleanings, checkups, x-rays, fluoride, dental sealants and fillings. Your child could be eligible!

To enroll your child, call 1-800-318-2596 (TTY: 1-855-889-4325) or visit HealthCare.gov. To find a dentist, use the Dentist Locator on InsureKidsNow.gov.

HealthCare.gov



InsureKidsNow.gov

Customizable Materials

Posters, flyers, palmcards and tear pads

You may choose to insert your program name(s), your state's annual income eligibility limit for a family of four, your website address and/or phone number, and up to two logos.

Please Note: You may request these changes on all customizable materials.

Your program name(s)

Your state's annual income eligibility limit for a family/household of four

Your website and/or phone number

Up to two logos

An extra hand for parents with their hands full

Now, you have one less thing to worry about. Medicaid and CHIP offer free or low-cost health insurance for kids and teens. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Children in a family of four earning up to \$48,600 a year or more may qualify.

Go to HealthCare.gov or call **1-800-318-2596** (TTY: 1-855-889-4325) to learn more about affordable health coverage for your family.

LOGO 1 LOGO 2

HealthCare.gov

CHIP Product No. 10327 June 2016

When kids have health insurance, we all breathe easier.

Whether it's allergies, asthma or just a common cold, your kids can get the care they need. Medicaid and CHIP offers free or low-cost health insurance for kids and teens. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Children in a family of four earning up to \$48,600 a year or more may qualify.

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HealthCare.gov

CHIP Product No. 10327 June 2016

Learn how to request material customization here:

<https://www.insurekidsnow.gov/downloads/library/print/materialscustomizationguide-english.pdf>



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Outreach and Enrollment Best Practices

- Outreach Video Library
 - <https://www.insurekidsnow.gov/webinars-videos/video/index.html>
- Webinar Archive
 - <https://www.insurekidsnow.gov/webinars-videos/webinars/index.html>



Keep in Touch With the CKC Campaign

- Follow us @IKNGov
- Engage with the Campaign on social media
 - Re-tweet, share or tag messages using the hashtags #Enroll365, #KidsEnroll, #Medicaid and #CHIP
- Sign up for eNewsletters here:
 - <https://www.insurekidsnow.gov/newsletter/subscribe/index.html>
- Email us at: ConnectingKids@cms.hhs.gov



Questions?



| [InsureKidsNow.gov](https://www.insurekidsnow.gov)

Thank you!



[InsureKidsNow.gov](https://www.insurekidsnow.gov)