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Outreach

Communities Connecting Kids With Health Coverage

New Child Health Insurance Grantees

By Jen Johnson,
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Since November 1999, the Virginia Health Care Foundation (VHCF) has funded child health insurance outreach and enrollment projects in high-need areas around Virginia through its *Project Connect* and *Covering Kids & Families* initiatives. In that time, VHCF grantees have helped more than 42,157 children enroll in Virginia's child health insurance programs (FAMIS and FAMIS Plus).

In a recent Profile of the Uninsured study conducted in 2007, data indicated that there were still approximately 100,000 uninsured children in Virginia who are eligible for the FAMIS programs but not yet enrolled. At the same time, the implementation of the Deficit Reduction Act (DRA) in June 2007 had a profound negative effect on enrollment. Combined, these circumstances pose an opportunity for VHCF to redouble its efforts in the area of children's health insurance enrollment.

Partnership with DMAS

Utilizing SCHIP outreach funds from the Virginia Department of Medical Assistance Services (DMAS), in the past year VHCF has funded 5 organizations in regions of Virginia with the highest number of estimated uninsured eligible children (Richmond City, Hampton Roads, Northern Virginia and far Southwest Virginia) as part of its

Project Connect initiative. The service areas of these projects represent the localities that contain 50% of the eligible, uninsured children in the Commonwealth. Since July 2007, these 5 projects have enrolled more than 1,472 children and helped more than 172 children renew their coverage in Virginia's FAMIS programs. Funds from DMAS have supported *Project Connect* grants since 2001.



New Funding Partner

A new \$300,000 grant from the Anthem Blue Cross and Blue Shield Foundation has enabled VHCF to add 4 new eighteen-month *Project Connect* outreach projects in additional high-need communities. These new grants began on April 1st and are located in the following areas:

- **Johnson Health Services** serves the counties of Amherst, Appomattox, Bedford, and Campbell, and the cities of Bedford and Lynchburg. It will be focusing its outreach efforts on the patient base at Johnson Health Center, the James River Dental Clinic and the Johnson OB Prenatal Clinic; as well as the school systems in Lynchburg, Campbell County and Amherst County.
Contact: Sara Manley at (434) 947-5967

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Update from the Virginia Department of Medical Assistance Services

By The Maternal & Child Health Team,
Division of Maternal & Child Health,
Virginia Department of Medical Assistance Services



Staff Changes

The Department of Medical Assistance Services (DMAS) is pleased to announce the hiring of Anayancy Cascante, a new Marketing and Outreach Coordinator in the Division of Maternal and Child Health.

Plan First Print Materials Available

Plan First is Virginia's new family planning service program and it enables eligible,

uninsured men and women to receive free family planning services. DMAS staff has produced an informative brochure that explains the program, its benefits and how to apply for services. Applications and brochures can be ordered free of charge from Commonwealth Martin by calling (800) 780-0076. Orders can also be faxed to Commonwealth Martin at (804) 780-0198. When calling or faxing Commonwealth Martin, be prepared to provide the organization name, provider number, address, contact person, telephone number, e-mail address, product number and quantity requested. To obtain a listing of the product numbers, visit the DMAS website at www.dmas.virginia.gov, and look for *Plan First* under the Maternal and Child Health Section.



CPU Highlights

The FAMIS Central Processing Unit (CPU) moved to a new location in August 2007. Since then DMAS and its contractor, ACS, Inc., have worked steadily to decrease application processing delays and telephone hold times. The CPU has been operating at a pre-move level for several months, with applications being processed within 8 days and average telephone hold times within five minutes.

The CPU is now receiving an average of 19,000 calls per month representing a

12% increase over previous call volume. In addition, the CPU provides callers with an opportunity to complete a Customer Satisfaction Survey at the completion of their call. Survey data indicate that the only negative feedback has been related to telephone hold times. The survey results for February 2008 show first call resolution rates at 60% of all calls. 97% of the callers surveyed indicated that the reason for their call had been resolved during the most recent call. DMAS and ACS, Inc. continue to monitor the high call volume to identify additional opportunities for assisting callers quickly and efficiently.

The CPU is in the process of implementing several new enhancements. These include documenting receipt of permanent verification documents in their eligibility system (implemented March 2008) and an interactive voice response system that provides enrollees with the automated option to order a replacement ID card, change their MCO enrollment, obtain an application status and change their contact information (implemented August 2007). The Interactive Voice Response System (IVR) automated member services system also enables applicants to obtain general program information without waiting to speak to a customer service representative. This system is available 24 hours per day, seven days per week. The CPU is currently in the development phase of an online renewal application and an online member self-serve section which will provide an opportunity for recipients to send updates directly to the CPU via the internet. These new automated services will decrease the number of families who need to speak directly with a call center representative, and increase their ability to request changes and provide accurate, up-to-date information through multiple points of entry.

Stay tuned for additional enhancements at the FAMIS CPU...

2008 General Assembly Session Results

The 2008 General Assembly adjourned its regular session on March 13th. After several extra days of negotiating the state budget, the Budget Conferees issued their budget amendments and both the Senate and House of Delegates adopted the Conference Report. Matters considered during the regular session were complicated by the state's lower than anticipated revenue projections.

Governor's Health Access Initiatives

The General Assembly acted on several of the Governor's Health Access Initiatives. Eligibility for FAMIS MOMS will be increased to 200% of the federal poverty level (FPL) effective July 2009.



Support of the Health Safety Net was also included in the budget, although the General Assembly reduced the amount requested by the Governor. The General

Assembly's biennial budget includes \$2.7 million for community health centers and \$2.5 million for free clinics. In addition, the Virginia Dental Association's Missions of Mercy (MOMS) Projects will retain \$50,000 in state funding for dental equipment and supplies.

Due to the very serious budget constraints, several of the Governor's Health Access Initiatives were not included in the final budget. Budget conferees removed all funding for the "VirginiaShare" pilot program. VirginiaShare was a pilot program to allow small businesses and their low-income, uninsured employees to purchase private health insurance that will cover basic health care services up to certain annual limits. The program was designed to share costs between the employee, the employer and the state.

The General Assembly reconvened on April 23, 2008 to act on Governor Kaine's vetoes and amendments to legislation.

New Grantees

*Continued from
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- **Martinsville Henry County Coalition for Health and Wellness** serves Henry County, Martinsville City and Patrick County. The Coalition will provide outreach and enrollment assistance to families who receive care at Bassett Family Practice and the Free Clinic of Martinsville, to families of students attending Martinsville City and Henry County schools, and through families participating in other services coordinated by the Coalition. *Contact: Ann Walker at (276) 629-1076 x303*
- **Radford University School of Social Work FAMIS Outreach Project** serves the counties of Carroll, Floyd, Giles, Grayson, Montgomery, Pulaski, and Wythe and the cities of Galax and Radford and will receive referrals of uninsured families from key

community organizations including the Virginia Employment Commission offices, health departments, school districts, the Free Clinic of the New River Valley, and CHIP of the New River Valley. *Contact: Rhonda Seltz at (540) 831-7693 or (866) 902-6747.*

- **Stafford County Head Start** serves Stafford County and will provide outreach and enrollment assistance to families with students in Head Start or in the Stafford County School System. *Contact: Melanie Crummett at (540) 368-2559.*

With these new grants, *Project Connect* now reaches more than 44 localities focusing on identifying and enrolling eligible, uninsured children and pregnant women into the FAMIS programs.

FAMIS Teens Campaign

Research shows that teens are much more likely to be uninsured than younger children and are also much harder to reach. With that in mind, the Department of Medical Assistance Services (DMAS) has launched a new FAMIS outreach campaign geared toward teens. The FAMIS Teen Campaign was designed to reach the teenage population, educate them on the FAMIS program and inspire them to become proactive in seeking health insurance coverage.



The FAMIS Teen Campaign centers around the FAMIS Teen web page (www.famis.org/teen.cfm?lang=English) which is an interactive page specifically designed for the teenage population. Teens who visit the site can download ringtones to their computer or cell phone, go on a scavenger hunt to find out more information on FAMIS and enter to win FAMIS drawstring backpacks, t-shirts, ear buds, mood pens or a water bottle. In addition, teens can read about the FAMIS Teens spokesperson, Jessica. *(Read more in the box at right...)*



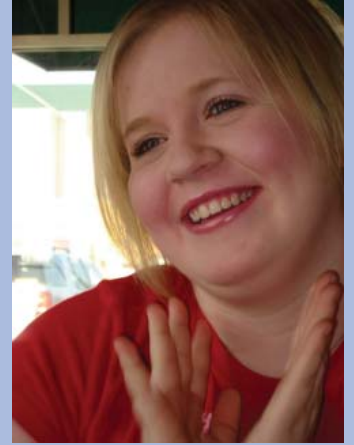
To promote the new teen page of the FAMIS website, DMAS partnered with Fox 35 and the Virginia High School League to sponsor the 2008 Virginia High School Basketball Tournament. The tournament was televised in five locations around the state during the weekend of March 14th. Television viewers watching the tournament were able to see the new FAMIS Teen TV Commercial and also hear more about the FAMIS programs during interview opportunities between games. Each player on the winning basketball teams received a backpack filled with promotional items.

In addition to sponsoring the basketball tournament, DMAS has also partnered with Chesterfield County Schools to promote FAMIS Teens. During March and April, students in 11 Chesterfield County high schools participated in interactive displays and prize raffles during the lunch period.

If you currently work with teens who may be eligible for FAMIS, please share this new valuable resource with them.

The FAMIS Teen - Meet Jessica

Three years ago Jessica knew she was about to lose her health insurance because of her parent's divorce. She saw a FAMIS commercial on TV. That is when she found out about Virginia's health insurance program for children under age 19. Jessica went to the FAMIS website and discovered that she qualified. She was excited to see that you could apply online. With the help of her grandmother, Jessica started the application online so it was easy for her dad to apply.



FAMIS has Jessica covered through all the ups and downs of being a teenager. In the past three years FAMIS covered Jessica when she was in a car crash, accidentally cut her hand and had to have stitches, and had strep throat quite a lot. She was also able to get glasses and regular dental checkups. Before Jessica was covered by FAMIS, she had not been to the dentist since age 6. Now, she gets a dental checkup every 6 months.

Jessica can visit the "Staying Healthy" section of the FAMIS website (www.famis.org/stayinghealthy/) for tips on medical care, immunization information, nutrition, prevention and safety, and information about growing up and being a teenager.

FAMIS has helped Jessica to not worry about day to day activities and have more time for the things that she enjoys. Jessica can now experience a teenager's life to the fullest, and make plans for her future, like becoming a nurse.

What would Jessica tell other teens that do not have health insurance? "I'd say, 'Have you ever heard about FAMIS?'"

Did You Know?

Income Guidelines Updated

On January 23, 2008 the United States Department of Health and Human Services announced the 2008 Poverty Guidelines. As a result, the income eligibility guidelines for the FAMIS Programs and Medicaid were adjusted in Virginia. To access the new income guidelines, go to www.signupnowva.org/income.asp.



Smiles For Children Dental Program

Families with children enrolled in the FAMIS programs access dental health services through the *Smiles For Children* Dental Program. The *Smiles For Children* Dental Program is administered by Doral Dental. Families must choose a Doral participating dentist to receive covered dental services.

To obtain a list of participating dentists in the *Smiles For Children* Dental Program, please go to www.dmas.virginia.gov and click on “Dental Services” or go to www.doralusa.com/FindProvider/FindProvider.aspx. Families may also call Doral Dental toll-free at (888) 912-3456 to locate a provider.



Smiles For Children
Improving Dental Care Across Virginia

Continuity of Care The Department of Medical Assistance Services has received approval from the Centers for Medicare & Medicaid Services (CMS) for a new continuity of care aspect of the Medicaid program. This new change will allow individuals to keep their managed care organization (MCO) if they lose their FAMIS eligibility and immediately become Medicaid eligible. This allows individuals to continue any services with their providers uninterrupted by not having to go through the pre-assignment process for the Medicaid MCO program.

Currently, an individual who has been enrolled in the FAMIS program but has a change in circumstance resulting in immediate Medicaid eligibility must first be enrolled in the Fee-For-Service Medicaid program. Once enrolled in the Fee-For-Service program, the individual is then pre-assigned to an MCO serving that area. Under the new procedure, these individuals would retain their MCO and will have the right to choose another MCO for 90 days after the Medicaid effective date.

This change will be effective July 1, 2008.

(Source: DMAS's *The Case Manager Communiqué*, Volume 4, Issue 1, April 2008)



Virginia Medicaid Managed Care Website - www.virginiamanagedcare.com

Need to know when Open Enrollment for Medicaid or FAMIS Plus occurs in your area? Need to see what Managed Care Companies, if any, operate in your locality? Want information on how to in a Medicaid/FAMIS Plus MCO or how to change plans? Need the phone number of a MCO? All of this information, and much more, is available on the Virginia Medicaid Managed Care Website.



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Special thanks to the Virginia Department of Medical Assistance Services for underwriting the production and distribution of this newsletter and to the Virginia Community Healthcare Association for its continued support of SignUpNow.



Please Help SignUpNow Evaluate Its Publications

In the Winter Newsletter, SignUpNow asked you to complete a short on-line survey to assess the effectiveness of its publications. Unfortunately the link to the electronic survey was misprinted. So we are trying again...



Please take a moment (honestly, less than 5 minutes) to complete our short survey by going to the SignUpNow website: www.signupnowva.org/pub.asp and clicking on the link to the survey.

Your feedback is very important to us and will be used to plan for future publications.

Upcoming Trainings:

SignUpNow has just scheduled two State-Sponsored Health Insurance for Children and Pregnant Women Workshops for the month of June. One will be in Martinsville and the other in Radford. For complete details regarding the workshops and information on how to register go to: www.signupnowva.org/calendar.asp.