

# Outreach & Enrollment in KY



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**Family Health Centers – Phoenix HCH**  
**Louisville, Kentucky**

# Phoenix Health Center

- Program of Family Health Centers, Inc. in Louisville, KY
- Began in 1988
- State licensed and Joint Commission accredited
- \$4 million budget:
  - Bureau of Primary Health Care (HCH)
  - HUD
  - Substance Abuse & Mental Health Services Administration (SAMHSA)
- 45 employees



# Phoenix Health Center

## Comprehensive Care:



- Primary Care Clinic
- Health Outreach
- Dental Care
- Respite Care
- Mental Health Services
- Social Services
  - Outreach
  - Case Management
  - SOAR
  - Substance Abuse Treatment
  - Permanent Supportive Housing
  - Coordinated Assessment

**5,000 patients and 31,000 visits in 2013**

# 2 Dedicated SOAR Workers

- Position 1:
  - HRSA Enabling Services grant, August 2009
- Position 2:
  - GE grant, September 2010
  - SAMHSA grant, 2011-2014
  - HUD grant, 2014 –
- Attempted to get hospital funding

# SOAR Outcomes (2010-Present)

- 159 applications submitted
  - 118 approved; 41 denied
  - 74% approval rating
- Approvals
  - 87 (74%) approved on initial submission
  - 14 (12%) approved after reconsideration
  - 17 (14%) approved after reconsideration and hearing

# SOAR Outcomes (2010-Present)

SSI/SSDI Approvals have resulted in:

- Annual income: \$1,120,464
- Backpay: \$532,925
- Total income from approval date to present: \$3,408,980

Cost to agency: \$388,000



- <http://www.youtube.com/watch?v=LG-3KfoQGms>
- <http://www.youtube.com/watch?v=XmC8WNua7gA>

# Outreach & Enrollment

- Family Health Centers:
  - 7.5 Application Counselors + Director
  - 2 staff devoted to HCH
  - Additional case managers/outreach staff were trained
  - Began enrollment on October 1, 2013
- KIPDA
  - 7 application counselors



# Kentucky Enrollment

- 640,000 uninsured (15% of population)
- As of 4/21/14:
  - 886,502 conducted preliminary eligibility screenings
  - 413,410 (65% of those uninsured) enrolled in health coverage
    - 330,615 (80%) Medicaid
    - 82,795 (20%) Private Insurance
  - 52% of enrollees are under the age of 35

# Family Health Center Enrollment

- 37,689 patients in 2013
  - 18,573 (49%) Insured
  - 31% had Medicaid
- FHC has enrolled 5,780 since Oct. 2013
  - 87% Medicaid
  - 13% QHP/Other
- FY 2014: 68% of patients Insured (49% Medicaid)
- April 2014: 77% of patients Insured (58% Medicaid)

# Phoenix HCH Enrollment

- 4,995 patients in 2013
  - 800 (16%) Insured
  - 9% had Medicaid
- HCH has enrolled 1,366 homeless individuals since Oct. 2013
  - 88% Medicaid
  - 12% QHP/Other
- FY 2014: 66% of patients Insured (55% Medicaid)
- April 2014: 85% of patients Insured (72% Medicaid)

# HCH Outreach Efforts

- Within clinic
  - Front office
  - Social workers (some trained in enrollment)
  - Medical staff
  - “Green sheets”
- In community
  - 3 emergency shelters, 1 day center
  - Health fairs
  - Homeless Connect/Stand Down
- PR
  - Flyers, emails, meetings
  - Media: kynect, NYT, Courier-Journal, local news

# Enrollment Challenges

- Keeping appointments
- Lack of required documentation (around 1/3 need additional documentation)
- Choosing between 4 MCO's
- Not wanting to enroll
  - Can't afford
  - Don't want to reveal legal status
  - Don't want to give incarceration history
  - Can already come to HCH for free

# Reasons to Enroll

- Don't know when you will need it
- Pays for specialty services
- Quicker referrals to specialty services
- Don't have to worry about large bills
- HCH can now bill for your services – provide more help to others
- Access to substance abuse and mental health services
- Choice of providers

# Best Part of the Day



- Lots of pendings converted to enrollments.
- Busier/more green sheets today.
- Getting Medicaid for a client who recently had a stroke and can no longer continue his career as a truck driver.
- Hit my 500<sup>th</sup> enrollment!
- Getting a part-time worker at McDonald's enrolled in Medicaid.
- Easy enrollments.
- Clients "flashing" their insurance cards with pride.
- Enrolling a family of 8 – new personal best.

# Worst Part of the Day



- Slow day.
- Had to tell a client that she wasn't eligible for Medicaid after all.
- Mobile hotspot was spotty all day.
- Client cancelled appointment because she said Phoenix looked "sketchy" – I took that to mean that some of our clients were outside and she was afraid to come inside.
- Website was slow/kept crashing.
- Enrolled a person in a QHP who made \$46/month too much to qualify for Medicaid. She was upset.
- Enrolling a 19 year-old pregnant woman who was in foster care and is now having to stay in a homeless shelter.



# New York Times video



[http://www.nytimes.com/2014/03/31/us/in-new-health-care-era-blessings-and-hurdles.html?\\_r=0#](http://www.nytimes.com/2014/03/31/us/in-new-health-care-era-blessings-and-hurdles.html?_r=0#)

# Take-Aways

- Flexibility
- Outreach wherever and however you can
- Be able to be mobile
- Don't forget "old school techniques" such as paper applications and interest forms
- Allow time for case management and client advocacy
- Patience – it's a new day