Center on Budget and Policy Priorities

Outreach and Simplification Lessons from a Decade of Children's Health Coverage
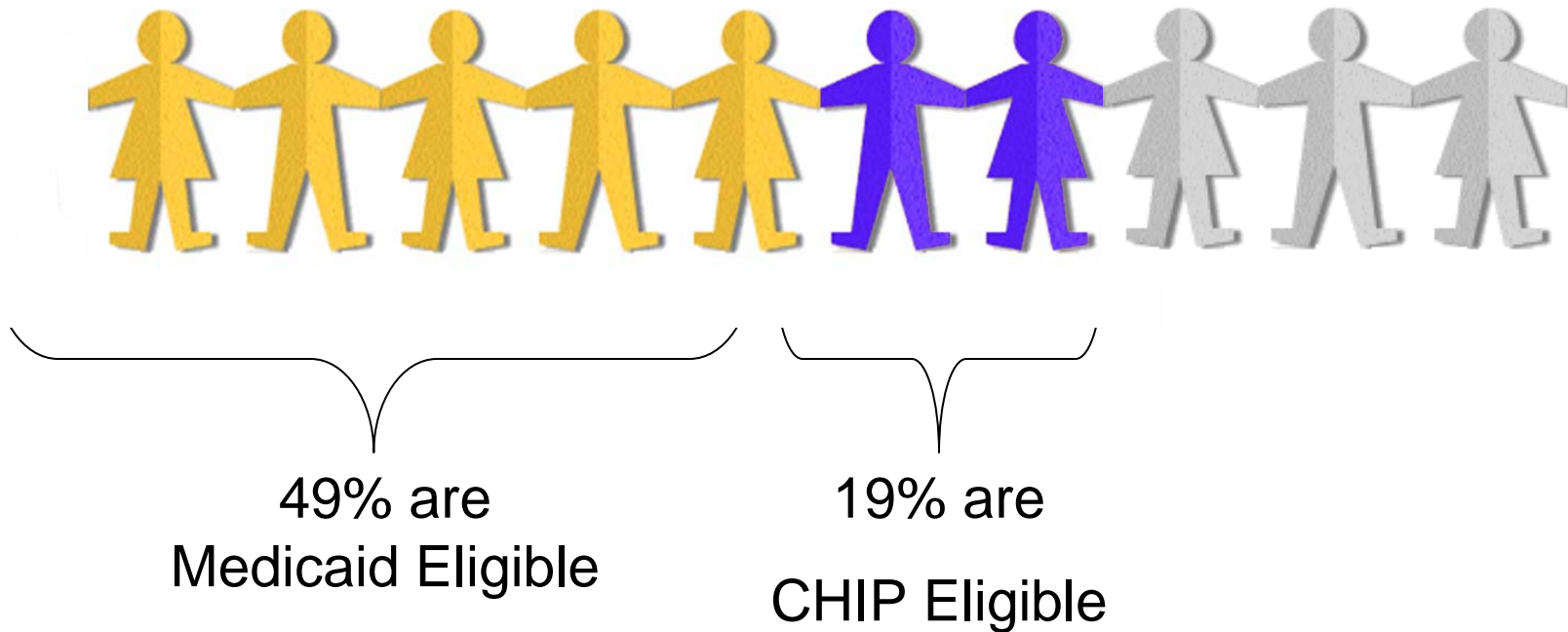Fourth Annual Medicaid Congress
May 31, 2009
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These Are Children You Know:
7 out of 10 Uninsured Children are Eligible But Unenrolled

49% are
Medicaid Eligible

19% are

CHIP Eligible

Source: L.Dubay analysis of March 2005 Current Population Survey using July 2004 state eligibility ru
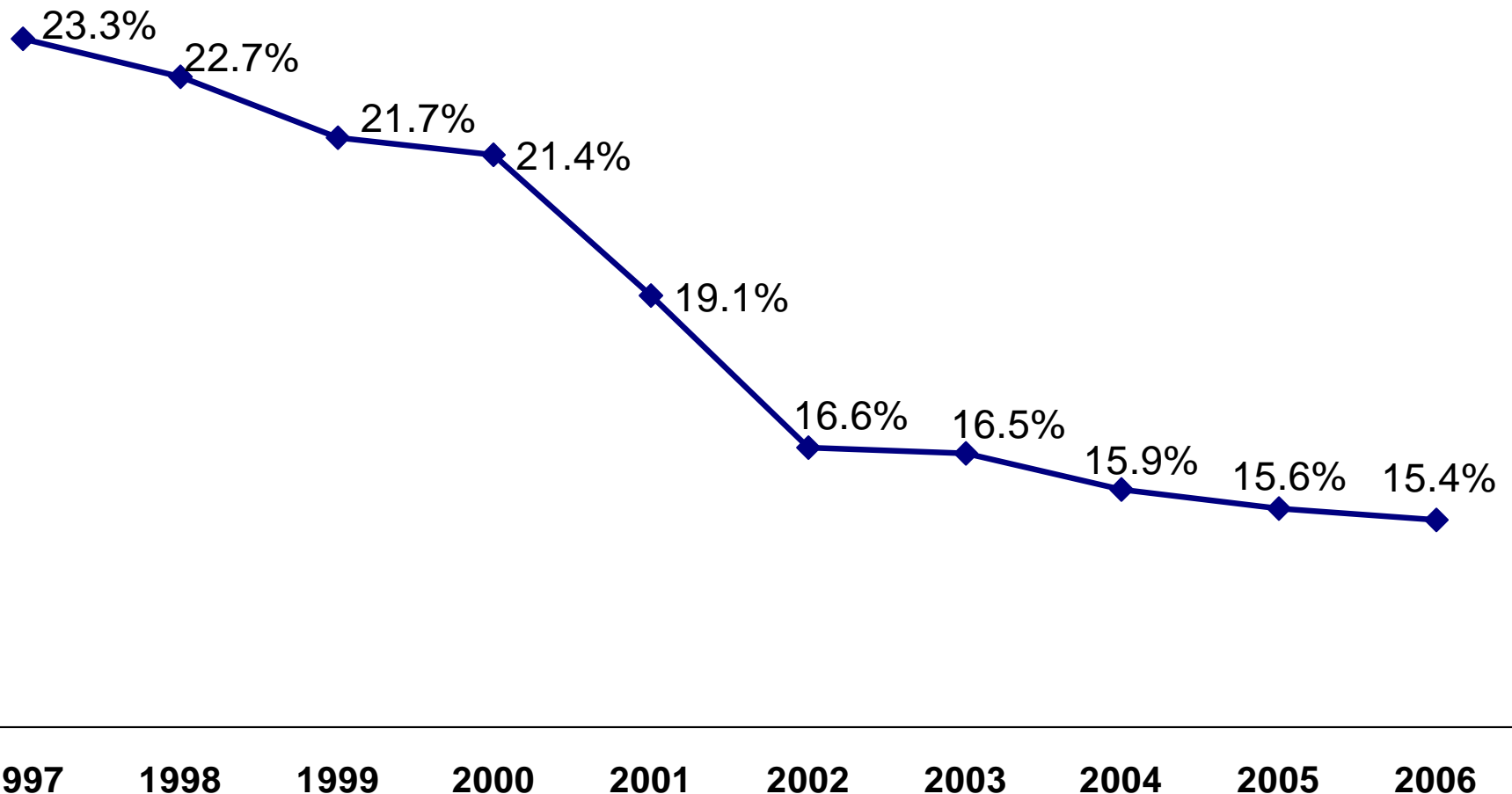
Lesson 1

It Takes a Trio
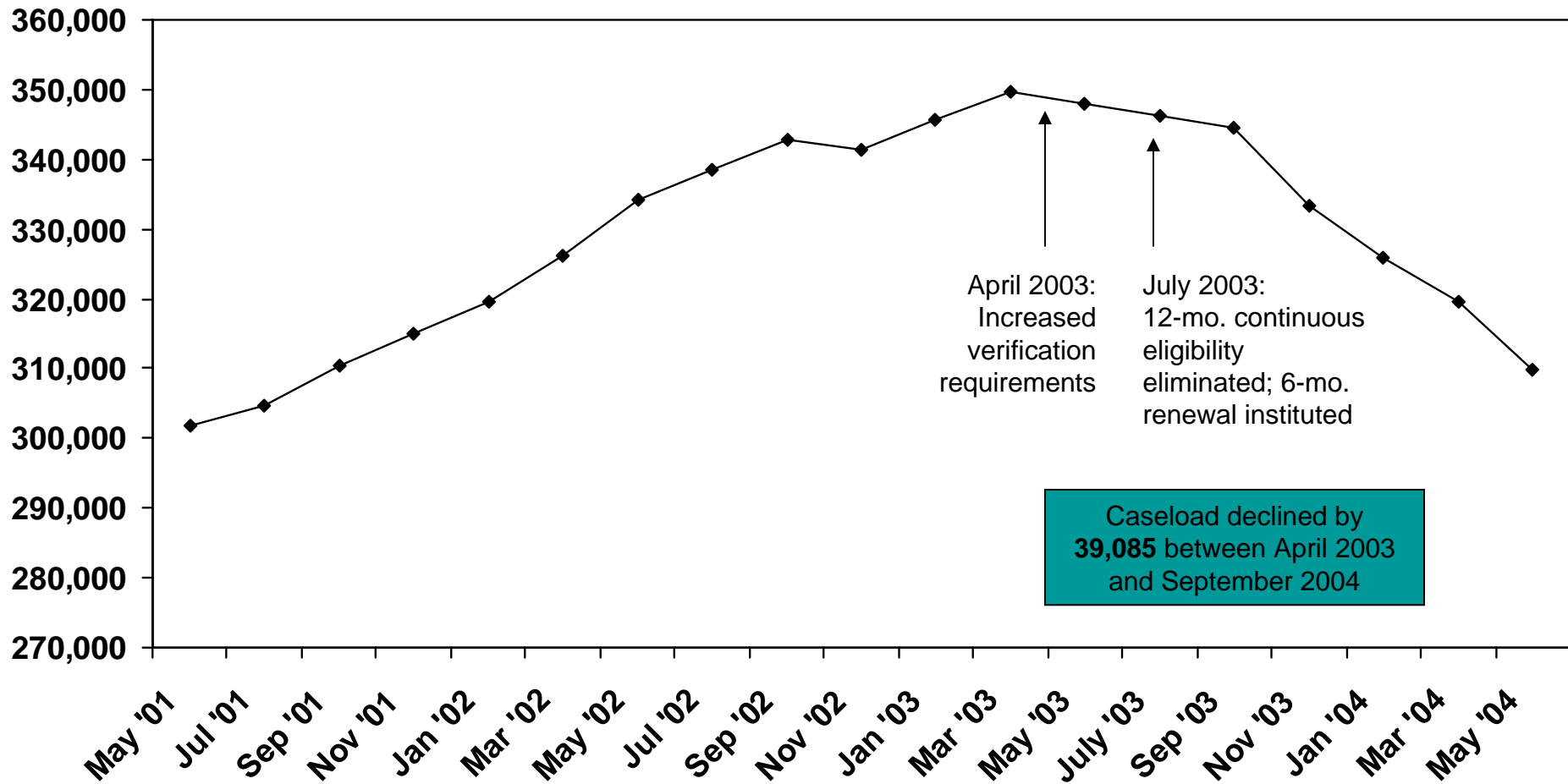
Three Strategies Boost Enrollment

- **3 strategies have led to increased enrollment in Medicaid and CHIP**

  - **Expanding eligibility**

  - **Simplifying enrollment and renewal procedures**

  - **Conducting outreach**

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Trends in the Uninsured Rate of Low-Income Children, 1997- 2006

Source: Johns Hopkins University Bloomberg School of Public Health analysis of the National Health Interview Survey for the Center for Children and Families (March 1, 2008).
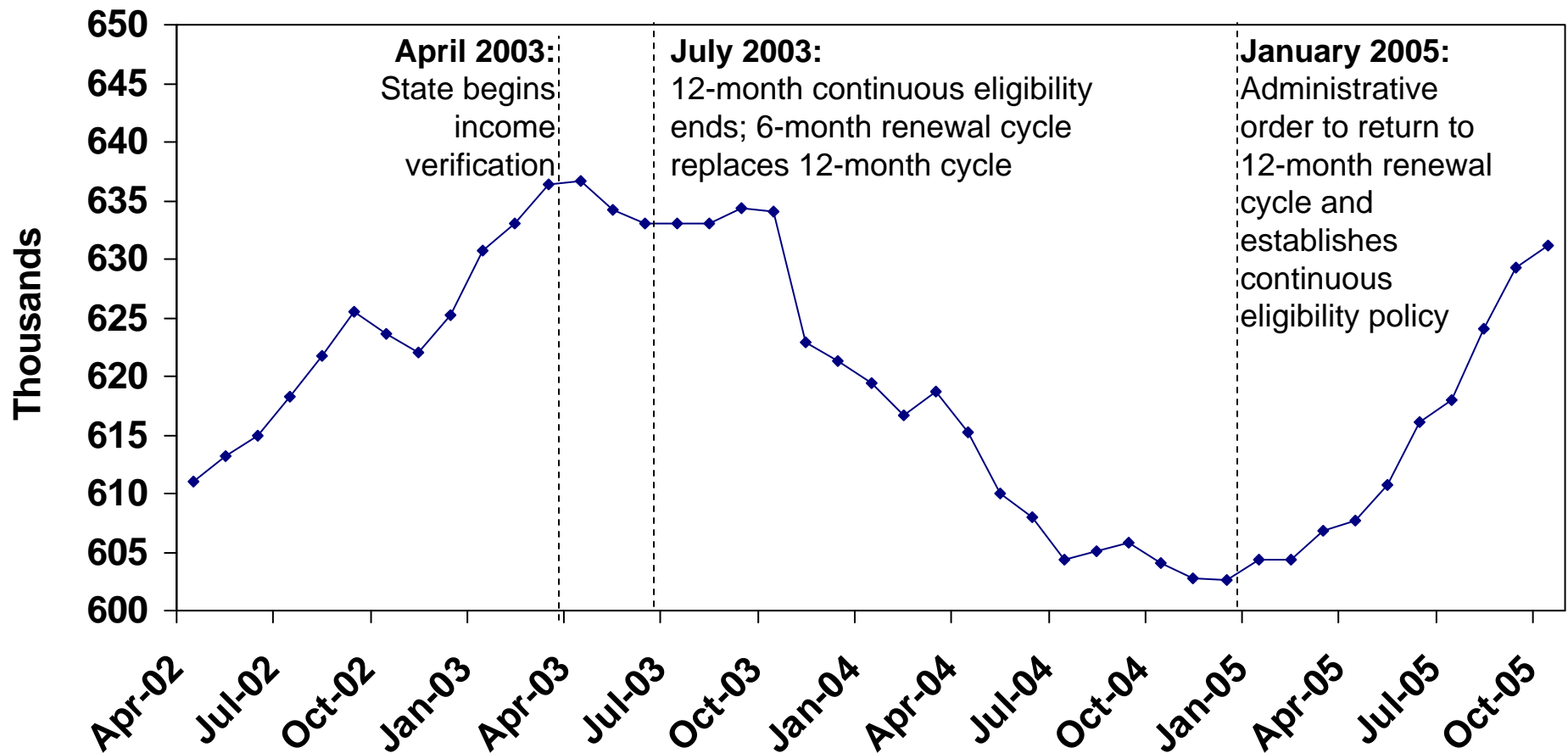
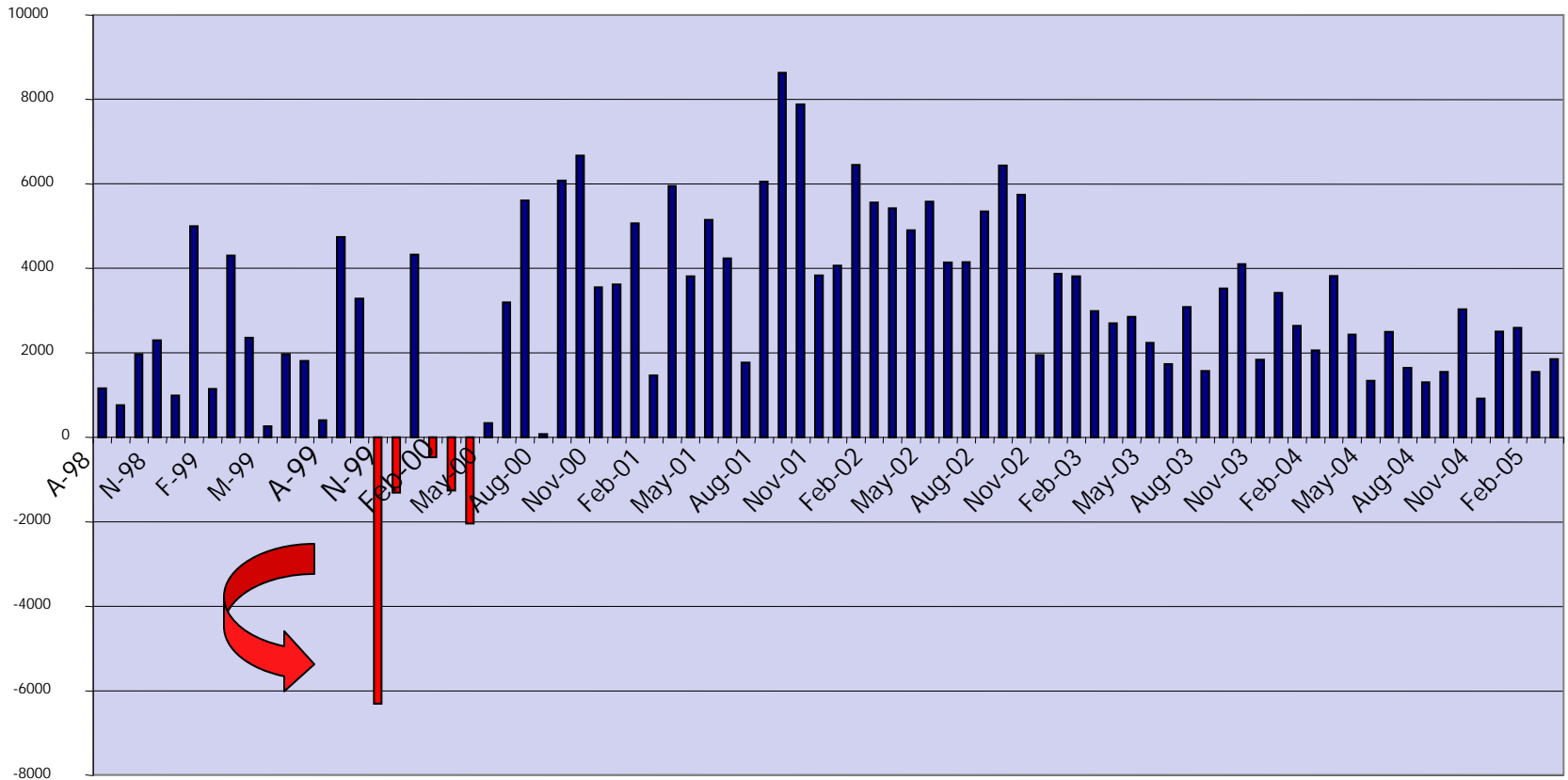# Washington State Medicaid Enrollment of Low-Income Children*

*Children under 200% of the Federal Poverty Line (FPL) who are not eligible for TANF or SSI.
SOURCE: Data from Washington's Caseload Forecast Council website

Children's Enrollment in Washington's Public Insurance Programs,
April 2002-October 2005

April 2003: State begins income verification

July 2003: 12-month continuous eligibility ends; 6-month renewal cycle replaces 12-month cycle

January 2005: Administrative order to return to 12-month renewal cycle and establishes continuous eligibility policy

Source: Washington State Department of Social and Health Services, 2005, updated 2006.

Louisiana: Net Change in "Regular" Medicaid Children < Age 19

Lesson 2

The Message Matters

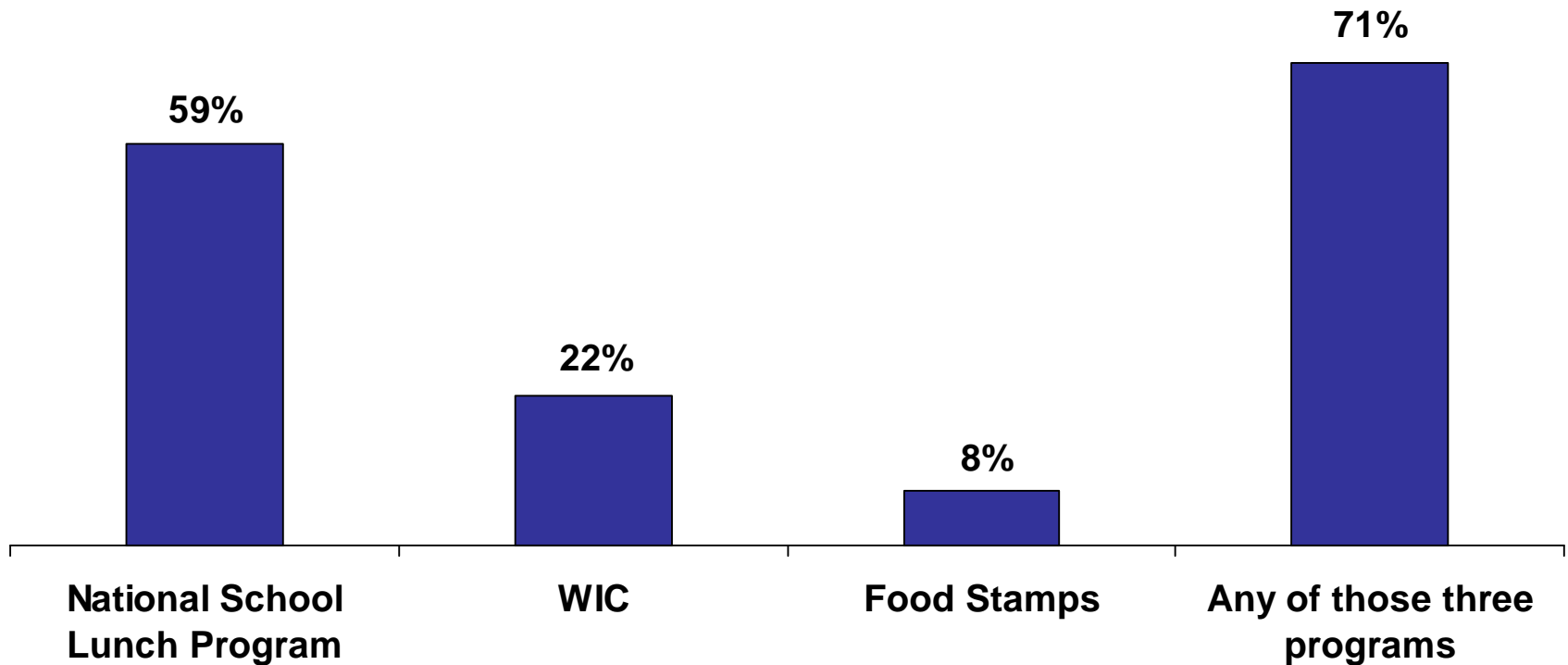# "Welcome Mat" Effect: What Happens When States Cover All Kids?

STATE	TOTAL NEW ENROLLMENT	PREVIOUSLY ELIGIBLE, BUT UNENROLLED	PREVIOUSLY ELIGIBLE, AS A PERCENTAGE OF NEW ENROLLEES
IL (11/05 - 5/08)	240,000	177,000	74%
MA (7/06 - 2/08)	45,000	26,000	58%
PA (3/07 - 6/08)	19,000	11,000	58%
WI (2/08 - 5/08)	49,000	41,000	83%

Source: Presentation given by Anne Marie Murphy, Director, Division of Medical Programs, Illinois Department of Heatlhcare and Family Services, to NASHP (May 21, 2008); Massachusetts Office of Health and Human Services (April 28, 2008); Email communication with George Hoover, Deputy Commissioner, Pennsylvania Department of Insurance (June 5, 2008); and Wisconsin Council on Children and Families analysis of Wisconsin Department of Health and Family Services Data (June 5, 2008).

Lesson 3

Go Where the Children Are

Share of Low-Income Uninsured Children Participating in Selected Benefit Programs

Source: Dorn & Kenny, "Automatically Enrolling Eligible Children and Families Into Medicaid and SCHIP," Commonwealth Fund (June 2006).

Using PE as an Enrollment Tool in Albuquerque Public Schools

- **More than 1,000 PE sites in NM**

- **In APS, families indicate interest in health coverage on school lunch app**

- **Outreach worker meets conducts PE determination, follow-up — and renewal.**

  – **Enrolled 1,500 children during 2006/2007**

- **Enrollment enables school district to help children get health services**

"Real Time" Enrollment of Newborns in Oklahoma

- **OKHCA worked with hospital stakeholders to replace paper with e-NB1**

- **Adds newborn to Mom's case — immediate ID number, printable proof, provider choice**

- **Enrollment time went from 2 wks -30 days to 3.5 days — babies can get first visit within acceptable timeframe**

- **58 hospitals using system, 55% -61% of newborn enrollments use e-NB1**

Lesson 6

Make it Happen in Your Own Backyard

Community-Based Enrollment Assistance

- **Outstationed workers and trained CBO staff**

  - **Excellent record on "ready for processing" forms**

    - **Illinois ALLKIDS agents have 90% approval rate**

  - **Support from grants; application assistance fees**

"Nurse on Call" Service in Cleveland

- **Hospital's hotline helps families apply for (Medicaid/CHIP) and child care**

- **Nurses trained to complete applications, send to families with postage paid envelope for signature and verification**

- **All media directs families to call center**

- **Single largest source of applications: 3,600 calls per month; 900 applications; 70 percent approved**

Lesson 7

Protect Your Investment

in Outreach

Telephone Renewals

- **Federal regulations require annual review—not a signed form**

- **"Time to renew — call me"**

- **Major reduction in administrative cost—postage, paper, staff time**

- **Automated Voice Response option, 24/7**

- **Data retrieved daily, transferred electronically to local eligibility offices**

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"Off-Cycle" or "Rolling" Renewal

- **Family can renew before set renewal date; Eligibility "pushed forward" 12 months.**

- **Renew at health clinic, WIC, Head Start, school, etc — when thinking about health care**

What Difference Does It Make in Louisiana?

- **12-month continuous eligibility, database checks, telephone renewals, off-cycle renewals**

- **In August 2008:**

  - **Couldn't locate 90 of 10,245 CHIP kids**

  - **Couldn't locate 303 of 34,214 M'caid kids**

  - **In total, couldn't locate 393 out of 44,639**

You Do the Math

Louisiana reduced procedural closures at renewal to:

.88%

Technology Can Help Reach Families and Speed Enrollment

- **"Data-mining" to identify families through food stamp program, tax system**

  - **Match to cull out current beneficiaries**

  - **Express Lane Eligibility/PE**

- **On-line screening tools and applications**

  - **available at home 24/7**

  - **at community sites**

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Last Lesson

Experimentation and change

is ongoing

"Even if you're on the right track, you'll get run over if you just sit there."

- Will Rogers

For More Information

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