

Family HealthCare Network

Evolving Traditional Operations into an Innovative Engine for Engaging Patients and Creative Outreach Approaches for Marketplace Enrollment

Presented by:

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Family HealthCare Network



Our Service Area



Health Center Locations

- 1 Cutler/Orosi
- 2 Hanford
- 3 Goshen
- 4 Ivanhoe
- 5 Three Rivers
- 6 Woodlake
- 7 Visalia - 2 Locations
Visalia Oak Health Center
Visalia Bridge Health Center
- 8 Farmersville
- 9 Porterville - 2 Locations
Porterville Health Center
Porterville Dental
- 10 Springville
- 11 Terra Bella

Additional Locations

- 1 Ventanilla de Salud
- 2 Corporate Office
- 3 Annex
- 4 Resource Center

About FHCN

- 119,000 unique users
- 600,000 visits annually
- 57% of our patient population work in agriculture, including trucking and dairies.
- Nearly 42% of our patient population's primary language is not English.
- Tulare County had one of the highest uninsured rates in the State. At least 25% uninsured.
- We started with 50,000 managed care lives (50% of lives within Tulare & Kings County); as of March 31st, 56,000
- In the State of CA, more than half of enrollers were from CHCs

Traditionally...

- **Robust community health program**
 - Community Health Representatives located throughout the service areas to connect patients and community members with community resources (including non-health care).
 - Provided application assistance for insurance such as Medi-Cal, Covered CA, Cal Fresh, etc.
 - Conducted and participated in in-reach & outreach events (e.g. health fairs and enrollment fairs).
 - Focused on building community partnerships and linkages within the communities.
 - Collaborated & helped develop curriculum for Community Health Worker Certification program
 - Capitalized with the media
- **Community HealthCorp/ AmeriCorps Program**
 - 12 AmeriCorps members
 - Programs included: Reach out and Read program, nutrition program, senior program, promotora, and efforts to reduce emergency room utilization.
 - During enrollment, helped navigate and conducted follow up during extended hours
- **Promotora program**
 - Offered volunteers an opportunity to receive training on special programs and health topics (e.g. vocational training ESL), provide community educations, and participate in health fairs with our team.
 - Currently have approximately 30 promotoras/ores.
 - Function was to communicate updates/messages within their communities.

Opportunities to Expand Outreach & Enrollment

- Grant funding:
 - From HRSA - enabled expansion of O/E staff at 10 of our health centers
 - Increased from 13 to 23 Community Health Workers
 - Maintained 12 AmeriCorps
 - Maintained 30 Promotores(as) - (backfill for Community Health Worker role who became enrollers)
 - Our regional consortia supported outreach/enrollment efforts through a subcontract.
 - The County received funding; established a call center and ACA stakeholders group.

California

- CA has its own exchange – Covered CA
 - Set up outreach & enrollment program (training & certification)
 - Capacity didn't support adequate education of enrollers & educators
 - CPCA advocacy resulted in a partnership/subcontract for enrollment training and certification. Further delegated to local consortium.

State PCA Involvement & Coordination

California Primary Care Association (CPCA)

- Capitalized on the branding of CaliforniaHealth+ campaign (unified look at CHC's)
 - California Endowment – branding “Asegurate” to target Latinos and linked to California Health+ campaign → CHC's
 - Millions of \$ for media & Univision
 - Link placed on Covered CA's website
- Took a lead role from HRSA
 - CPCA received funding to support CHC's through process
 - Provided weekly updates and trainings
 - Led an outreach and enrollment Peer Network

Regional Collaboration

- Central Valley Health Network (Regional Consortia) took a lead on collaborative grant for State's Covered CA outreach program.
 - Became Master Trainers for the State's Covered CA program → train CHC's on site
 - Led outreach peer network calls for communication to CHCs in the region (sharing of referral sources)
- ***Regional*** Covered CA Outreach and Enrollment Network established (receive updates)

Local Collaboration and Coordination

- Local ACA Stakeholder's Group included a variety of community based CBOs, hospitals, County Office of Ed, County (Call Center), School Districts, WIB, etc.
 - Enrollment events (FHCN was the only enroller who would send staff)
- Co-location of our staff in various public agencies (e.g. Workforce Investment Board's One Stop Shops (unemployment services), County Child Support centers)
- Co-location of County Eligibility Workers in our health centers.
- Private partnerships to raise awareness and enroll (e.g. Chamber of Commerce – how it would impact local businesses)

Local Collaboration and Coordination (con't)

- Low Income Health Program (1115 waiver) – County based program designed to bridge the low income population to the ACA
- 2400 lives out of 4200 – 57% were FHCN
- Transitioned to Medi-Cal Managed as of January 1, 2014

Internal Education - Approach

- FHCN's leadership was completely committed to this process and part of our strategic objectives.
- Sought feedback from all staff on how to roll this effort out.
- Operationally, we trained all levels of our staff including Board and Volunteers.
- Launched a network / public campaign called "Enscribete/Enroll Now"
- Community Resource Center in our major hub in Porterville established.
 - Ventanilla de Salud program at Mexican Consulate
- Offered extended hours / on-site staff within the lobbies.
- Dedicated phone line established.
- Team called potential eligibles by telephone.

Media as Partners

- Campaigned in the media well in advance – for over 1 year.
 - Pitched articles to local print outlets – we commented when others did not – our message was uniform and positive.
 - Articles promoted that change was coming and where information could be accessed.
 - Integrated same message in print and radio advertising.
 - Successful campaigns led to opportunities to promote changes and services on television news shows (English and Spanish television)
- Approach led news outlets to recognize FHCN as the “source” for ACA updates, opinion pieces and education opportunities.

Community Outreach/Enrollment

- Large and small outreach events (including outreach at community colleges, home shows, etc)
- Cuadrillas
- Referrals from insurance brokers, real estate agents, funeral homes, tax preparers, etc.
- Included education/promotional information at all events and FHCN programs.
- Enrollment fairs with private and public partners (e.g. gyms, community centers/churches, etc)
- Social Media

Recognition of our Efforts

- **1 of the top 10** “lead” generators in the entire State of California for outreach.
- Over **47,000** individuals reached through outreach events, presentations, in-reach, eligibility screenings.
- Over **6,000 applications** completed for Covered CA and Medi-Cal
- Increase of **5,261** managed care members since Dec. 2013
- Recognized by Covered CA staff for our efforts

Your Health. Our Mission

1-877-960-FHCN (3426)

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