



Quality of Life
HEALTH SERVICES INC.

**HEALTH CENTER OUTREACH
STRATEGIES & INSURANCE OUTREACH
AND ENROLLMENT EFFORTS**

December 17, 2015



QOLHS MISSION

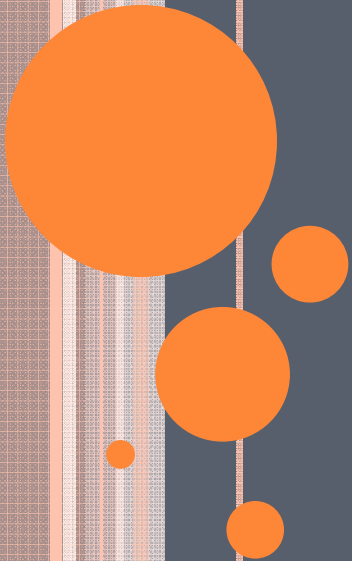
Quality of Life Health Services, Inc. Board of Directors believes that health care is concerned with the prevention of illness and the preservation and restoration of health. **Health care is “essential” and the right of every individual.** Health care requires collaboration with a variety of professionals whose common interest is to strengthen the integrity of the man-environment relationship and therefore, attempt to achieve an optimum level of functioning and state of well-being.

QOLHS VISION

Our corporate vision is to continuously strive to efficiently provide health care, services and education which consistently meet or exceed the expectations of patients, physicians, employees and the community.



HEALTH CENTER OUTREACH STRATEGIES



HEALTH SERVICE OUTREACH STRATEGIES

“People Caring About People”

Meeting People Where They Are:

- Go physically into the community – we don’t wait for them to come to us
- Present information and ask questions in the “language” of the community
- Respect beliefs and traditions of the community culture
- Recruit and train community members to be a part of the outreach process (when possible)



HEALTH SERVICE OUTREACH STRATEGIES

“People Caring About People”

Client-Driven Process:

- Empowering clients to ask questions
- Stating needs clearly and with ease
- Identifying barriers to meeting those needs
- Describing how to meet needs



HEALTH CENTER OUTREACH STRATEGIES

PUBLIC HOUSING PRIMARY CARE PROGRAM

QOLHS & Greater Gadsden Housing Authority Partnership

Keys to a Successful Partnership:

- ❑ Quality, affordable, and accessible health care
- ❑ Commitment of key stakeholders
- ❑ Trust and respect
- ❑ Presence and visibility
- ❑ Open lines of communication
- ❑ Coordinated events
- ❑ Information exchange



HEALTH CENTER OUTREACH STRATEGIES

PUBLIC HOUSING PRIMARY CARE PROGRAM

QOLHS & Greater Gadsden Housing Authority Partnership

Successful Outreach Strategies:

- ❑ Meet people where they are
- ❑ Remain Respectful
- ❑ Listen to the community
- ❑ Build trust and relationships
- ❑ Spread the word out in a non-stigmatizing manner
- ❑ Offer service and information in a variety of locations (including home visits) and at non-traditional times, especially after work hours



HEALTH CENTER OUTREACH STRATEGIES

PUBLIC HOUSING PRIMARY CARE PROGRAM

QOLHS & Greater Gadsden Housing Authority Partnership

Successful Outreach Strategies:

- ❑ Make written information friendly and easy to understand
- ❑ Strive to be timely
- ❑ Remain credible and sensitive to community needs
- ❑ Organize and publicize outreach efforts and events
- ❑ Provide information in the primary language of the community
- ❑ Emphasize Follow-up! Follow-up! Follow-up!

People need to hear about your programs and efforts from several different sources before they will use your service or contact you



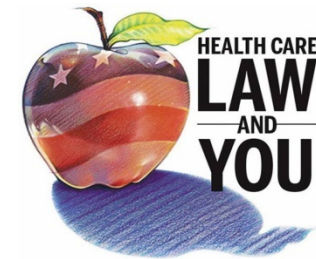


**QOLHS
OUTREACH &
ENROLLMENT
SERVICES**

INSURANCE OUTREACH AND ENROLLMENT

What's Happening in Alabama?

- NO Medicaid Expansion
- Alabama Primary Health Care Association is # 1
- AL Federally Qualified Health Center Organizations
- AL Health Insurance Options
- Health Insurance Marketplace Enrollments 2014-15



INSURANCE OUTREACH AND ENROLLMENT

The QOLHS Impact!

- Dedicated Outreach Team
- Maps areas with high concentrations of uninsured and Medicaid enrollees
- Provides programs and services for special populations
- Partnerships Work

A New Day
Quality of Life
Health Services, Inc.



INSURANCE OUTREACH AND ENROLLMENT

Preparing for Open Enrollment

- State Communications
- CAC Forums
- Certified Application Counselor training
- Research & Education
- Coverage to Care
- Education & Marketing



INSURANCE OUTREACH AND ENROLLMENT

O & E Best Practices

The O&E Team

- Creative, Customer Friendly and Diverse
- Structured and interactive on-boarding program
- Maximize the utilization of employees
- Regular & Results-Oriented Communication
- ACA Resource Library
- In-Reach & Outreach
- Partnerships



INSURANCE OUTREACH AND ENROLLMENT

O & E Best Practices

The Client

- Professional Relationships built on Trust
- Health Literacy
- Messaging
- Customized Services
- Community Resources
- Follow-Up



INSURANCE OUTREACH AND ENROLLMENT

Tracking Tools

- Customized Marketing materials
- Daily & Monthly reports
- Activity Update Form
- Employee Documents
- NextGen
- Publications



HEALTH CENTER OUTREACH & ENROLLMENT STRATEGIES

Keys to Successful Implementation of Strategies:

- ❑ Workable Policies and Procedures
- ❑ Trust between Staff and Clients/Patients
- ❑ Consistent and Effective Communication
 - ❑ Cultural Sensitivity and Privacy
 - ❑ Attention to Detail
- ❑ Continuity among Team Members
 - ❑ Follow-Up

General Outreach Strategies

- In-reach and Outreach
- Community presence
- Focused targets
- Clinical support
- Social media
- Strive to have optimal communication
- Team approach despite special pops



General Outreach Challenges

Limited Resources

Dispersed geographic locations

Follow – up

Program Coordination

Planning

What sets us apart

- Community linkages
- Multiple offices
- Ancillary services
- Achievements
- Comprehensive care
- Tours
- Making appointments available

Potential Partners

- All the regulars
- Supporting HRSA contracts (HOP)
- Primary care association
- Adult day care and lunch programs
- Recognized community leaders
- Local – large and small businesses
- Elected and appointed officials

Outreach/Enrollment (O/E) Strategies

- Same general approaches we use for general outreach
- Go to where the people are
- Culturally and linguistically competent services
- Availability of hours that meet the community's need
- Educate – have materials at appropriate literacy level and in languages needed

Collaborate with Trusted Community Partners

- Other O/E resources in the community, Navigators or Certified Application Counselors (CACs)
- Other social service agencies
 - soup kitchens, homeless shelters, health fairs,
- Other community resources
 - libraries, county colleges, daycares, local events
- Faith-based organizations

Train Staff Appropriately

- Healthcare Marketplace certification
- Health Plan details
- Immigration status
- Basic tax information
- Cultural competency/humility

Specific Issues With O/E

- Still a lack of education/information
 - O/E requires a lot of consumer education
- Don't ever assume anything about anyone you are assisting
- O/E requires on-going education after enrollment about using insurance
- Case management aspect of O/E