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Community Health Center Outreach and Enrollment Summit Agenda

American Mountaineering Center
Golden, Colo.
Monday, Sept. 29, 2014
8:30 a.m. to 5:00 p.m.

TIME	SESSION		
8:30 - 9:00 a.m.	<p>Breakfast and Networking <i>Hot breakfast will be provided.</i></p>		
9:00 - 9:15 a.m.	<p>Welcome and Introductions</p>		
9:15 - 10:15 a.m.	<p>Effective CHC Outreach and Inreach Strategies This session will look at successful outreach, inreach, and organizing strategies for reaching uninsured patients and community members from CHCs across Colorado and the nation.</p>		
10:15 - 10:30 a.m.	<p>Break</p>		
10:30 - 11:30 a.m.	<p>Creating a Culture of Health Coverage This session will address how to convey the importance of health insurance coverage to patients and community members and how to help them use coverage effectively once it is attained.</p> <p>Speakers:</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>Debra Judy <i>Policy Director, Colorado Consumer Health Initiative</i></p> </td> <td style="width: 50%; vertical-align: top;"> <p>Gloria Baca <i>Centers for Medicare & Medicaid Services</i></p> </td> </tr> </table> <p>Matt Valeta <i>Policy Analyst, Colorado Consumer Health Initiative</i></p>	<p>Debra Judy <i>Policy Director, Colorado Consumer Health Initiative</i></p>	<p>Gloria Baca <i>Centers for Medicare & Medicaid Services</i></p>
<p>Debra Judy <i>Policy Director, Colorado Consumer Health Initiative</i></p>	<p>Gloria Baca <i>Centers for Medicare & Medicaid Services</i></p>		
11:30 a.m. - 12:30 p.m.	<p>Lunch and Networking <i>Lunch will be provided.</i></p>		
12:30 - 1:30 p.m.	<p>Medicare 101 This session will give a high level overview of Medicare basics such as eligibility, enrollment, coverage of services, and where to find additional support. The session will also cover impact of the Affordable Care Act on Medicare and interaction with Medicaid.</p> <p>Speaker: Dan Blyth <i>Operations Manager, Division of Senior Health Insurance Assistance Program, Colorado Department of Regulatory Agencies</i></p>		

1:30 - 1:45 p.m.

Break

1:45- 2:45 p.m.

PEAK Deep Dive: Understanding the Online Medical Assistance Application and Enrollment Process

This session will go behind the scenes into the online enrollment process for Medicaid and Child Health Plan *Plus*. The session will address differences between the online and paper application and processing, troubleshooting common problems with the online application, and where to go for help and technical assistance at different points in the application and case management process.

Speaker:

Dale Whyte

Outreach and Training Manager, PEAK Outreach Initiative

2:45 - 3:00 p.m.

Break

Deep Dive in Connect for Health Colorado Marketplace Concepts

In this session, participants will get a chance to dive deeper into key marketplace concepts like eligibility for premium tax credits and Cost Sharing Reductions, young adult coverage, and income changes.

3:00 - 4:00 p.m.

Speakers:

Heather Taber

Assistance Network Manager

Connect for Health Colorado

Kevin Finder

Certified Application Counselor

Coordinator

Connect for Health Colorado

4:00 - 5:00 p.m.

Putting it All Together for a Successful O&E Program

In this interactive session, participants will have a chance to apply what they learned during the day and brainstorm ways to incorporate the information in their O&E activities. This session will help us get energized and excited for the upcoming open enrollment period!

5:00 p.m.

Adjourn



Community Health Center Outreach and Enrollment Summit Evaluation Form

American Mountaineering Center
Golden, Colo.
Monday, Sept. 29, 2014
8:30 a.m. to 5:00 p.m.

CCHN/CKF staff strive to plan meetings that exceed your expectations. Please help us maintain the highest quality by completing this evaluation form regarding today's overall summit, and each individual session

Name: (optional) _____

The summit OVERALL				
	Very Satisfied	Satisfied	Mixed	Dissatisfied
Overall satisfaction of the summit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Time for networking with colleagues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support from CCHN staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Printed materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meeting facilities and food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Effective CHC Inreach and Outreach Strategies (Liz Tansey and Sitora Rashidova)				
	Very Satisfied	Satisfied	Mixed	Dissatisfied
Overall satisfaction with the session	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value of information shared	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Knowledge and presentation skills of presenters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creating a Culture of Coverage (Deb Judy, Matthew Valeta, and Gloria Baca)				
	Very Satisfied	Satisfied	Mixed	Dissatisfied
Overall satisfaction with the session	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value of information shared	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Knowledge and presentation skills of presenters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Medicare 101 (Dan Blyth)				
	Very Satisfied	Satisfied	Mixed	Dissatisfied
Overall satisfaction with the session	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value of information shared	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Knowledge and presentation skills of presenter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PEAK Deep Dive: Understanding the Online Medical Assistance Application Process
(Dale Whyte)

	Very Satisfied	Satisfied	Mixed	Dissatisfied
Overall satisfaction with the session	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value of information shared	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Knowledge and presentation skills of the presenter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Deep Dive in Connect for Health Colorado Marketplace Concepts
(Kevin Finder and Heather Taber)

	Very Satisfied	Satisfied	Mixed	Dissatisfied
Overall satisfaction with the session	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value of information shared	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Knowledge and presentation skills of presenters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Putting it All Together For a Successful O&E Program
(Liz Tansey and Sitora Rashidova)

	Very Satisfied	Satisfied	Mixed	Dissatisfied
Overall satisfaction with the session	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value of activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Knowledge and presentation skills of presenters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please let us know if you have any additional questions, comments, concerns, and suggestions:

THANK YOU!

Montana Outreach & Enrollment Summit



Planning Ahead for OE2

October 7 – 8, 2014
Holiday Inn Downtown
Helena, Montana



Welcome to the first Montana Outreach and Enrollment Summit. The Montana Primary Care Association is honored to sponsor this training and convening of outreach and enrollment stakeholders from across Montana.

Tuesday, October 7th

11am	Welcome - <i>Olivia Riutta, Montana Primary Care Association, Elkhorn Ballroom</i>
11:45am	Looking Back and Planning Ahead (Lunch) <i>Ezra Watland, Northwestern State Assistance Manager, Enroll America</i> Where did we end up at the end of OE1? What can we learn from OE1 as we prepare for OE2? What are some key areas of focus for our work during OE2? Ezra Watland will discuss these questions and more, including Montana's enrollment numbers compared to the country and our region. Elkhorn Ballroom
12:45pm	Break
1:00pm	Update on 2015 Marketplace Health Plans from the Office of the Commissioner of Securities and Insurance <i>Amanda Roccabruna Eby, Project Administrator, CSI, Elkhorn Ballroom</i>
2:30pm	Breakouts Discussion Sessions Beginning – <i>Rhiannon Simon, Navigator, Planned Parenthood, Elkhorn Ballroom</i> Intermediate – <i>Amanda Harrow, Navigator, MPCA, Rimini</i> Advanced – <i>Jerry Clark, Project Dir. Navigator Grant, Planned Parenthood, Unionville</i>
3:30pm	Integrating Health Insurance Literacy <i>Olivia Riutta, MPCA; Jade Jagers, Resource Advocate Coordinator, Riverstone Health; Karl Janovits, Outreach & Enrollment Program Director, Community Health Partners</i> What must people know about their health insurance before they leave your office? How do you integrate health insurance literacy into your outreach and enrollment work? In this session, we'll work to answer these questions while also giving participants an opportunity to share experiences and brainstorm new ways to implement health insurance literacy. Elkhorn Ballroom
4:45pm	Media and Messaging <i>Amanda Harrow, Montana Primary Care Association; Ezra Watland, Enroll America</i> In our work to reach and enroll people in our community, what is the benefit of working with the media? What are the most effective messages to move people to take action and enroll? In this session, we'll learn how media work can help us reach our outreach goals and we'll hear the latest research on messaging for OE2. We'll also talk about coordinating media work across assister organizations. Elkhorn Ballroom
6pm	Break
7pm	Keynote Dinner - <i>Kim Gillan, Region VIII HHS Director, Elkhorn Ballroom</i>

Scholarship support provided by the Montana Primary Care Association and CHAMPS.



Wednesday, October 8th

7am	Breakfast , Elkhorn Ballroom
8am	Breakout Sessions <ul style="list-style-type: none">• Maximizing your enrollment capacity – A workshop that will help participants think about ways to increase their capacity to enroll through large-scale enrollment events, group enrollment, pre-enrollment strategies, etc. <i>Olivia Riutta, MPCA; Teresa Chandler, CAC, Northwest Community Health Center, Rimini</i>• How to get great media coverage – for free! A crash course in how to get earned media coverage. Learn how to write press releases, pitch a story, develop relationships with reporters, and more. <i>Amanda Harrow, Navigator, MPCA; Ezra Watland, Northwestern State Assistance Manager, Enroll America, Elkhorn Ballroom</i>• How to achieve in-reach success – Tips and best practices on how to get your entire staff/team on board to get your patients enrolled. <i>Kara Matthews, Administrative Assistant, Northwest Community Health Center; Tara Callahan, Quality Improvement Coordinator, Southwest Montana Community Health Center, Unionville</i>
9am	Break
9:15am	Programmatic Speed Dating This “speed dating” is designed to give participants information about programs and services that may impact our patients and clients. There will be time for questions and it is a great opportunity to learn about options for folks who fall in the Medicaid coverage gap. After “speed dating,” we’ll reconvene for an update on Medicaid expansion effort in Montana. You’ll be “speed dating” with: <ul style="list-style-type: none">• <i>Leah Merchant, Contracts Coordinator, MT Cancer Control Program, DPHHS, Elkhorn</i>• <i>Kathe Quittenton, Public Assistance Bureau Chief, DPHHS, Unionville</i>• <i>Helen McCaffrey, Supervisor, Women’s and Men’s Health Section, DPHHS, Rimini</i>
10:40am	Enrolling Indian Country <i>Dorothy Dupree, Acting Director, Billing Area IHS; Anna Whiting Sorrell, Director of Operations, Planning, & Policy, Confederated Salish and Kootenai Tribes, Elkhorn Ballroom</i> It is important to understand how health care is delivered in Indian Country in order to do effective outreach and enrollment. This session will give participants the background and context they need to be successful. Two assisters who have been leading enrollment efforts on the Blackfeet Reservation will share their best practices for enrolling Indian Country. <i>Claire “Cissy” Worth, Benefis Health System, Native American Programs</i> <i>Jody Guardipee, Benefits Coordinator, Blackfeet IHS</i>
12:15pm	Planning Ahead for Success & Lunch <i>Ezra Watland, Northwestern State Assistance Manager, Enroll America, Elkhorn Ballroom</i> Your time is incredibly valuable—and during Open Enrollment it will be in short supply! Spending a little time planning out your goals and prospective activities will give you the chance to evaluate what is working and what is not working, so that you can focus your attention where it has the most impact. In this section, we will discuss some key strategies for planning and monitoring. We will then use this framework to identify barriers, propose solutions, and generate activities that will put these ideas into motion.
2pm	Next Steps - <i>Olivia Riutta, Montana Primary Care Association, Elkhorn Ballroom</i>

+ Thank you
to our
Summit
co-sponsors



Keynote Speaker - Kim Gillan

Regional Director, Region VIII
U.S. Department of Health & Human Services

Kim Gillan serves as the Regional Director, Region VIII for the Office of Intergovernmental and External Affairs at the U.S. Department of Health and Human Services in Denver. Kim Gillan is responsible for overseeing HHS Region VIII's engagement with state, local, territorial and tribal governments as well as private sector businesses, nonprofit organizations, and other external partners.

Kim Gillan has over twenty years experience working in issue advocacy, policy, program development and implementation in the public and private sectors. Prior to joining HHS, Kim Gillan served as Director of Workforce Development & Training Programs at Montana State University, where she was responsible for launching several innovative workforce efforts for healthcare providers, low-income and correctional populations. Concurrently, Gillan served in the Montana State Legislature, representing eastern Billings and holding multiple leadership positions. With more than 16 years of public service experience, Kim championed several health care policy and insurance reforms along with improving access and services for rural communities, patients with diabetes and autism. She served on several statewide and community level boards, including the State Workforce Investment Board, Economic Advisory Board, MSU Billings Foundation and Western Interstate Commission on Higher Education (WICHE).

Kim and her adult children enjoy outdoor activities, and spending time in the mountains of Montana. Gillan received a Bachelor's Degree in Psychology from the University of California, Los Angeles and a Master's in Regional Planning from Cornell University. She is originally from El Cerrito, California.



The Montana Primary Care Association
1805 Euclid Avenue, Helena, MT 59601
(406) 422-2750, www.mtpca.org

Montana Outreach
and Enrollment Summit



North Dakota:

2nd Annual Outreach and Enrollment State Partnership Summit

Agenda | Wednesday, November 5, 2014 | Radisson Hotel, Bismarck, ND

8:00 AM – 8:30 AM

Registration and Breakfast

8:30 AM – 8:45 AM

Community HealthCare Association of the Dakotas

Linda Ross, CEO

Jill Kesler, Program Specialist

- Welcome and Introductions

Marketplace Health Insurance Plans

8:45 AM – 10:45 AM

Blue Cross and Blue Shield of North Dakota

Michael Goetzfried, Individual Benefits Consultant

Medica

Tyler Carlson, Sales Relationship Manager

Sanford Health Plan

Lisa Carlson, Director of Planning and Regulation

Individual Plan Updates

Panel Discussion

Question & Answers

10:45 AM – 11:00 AM

Break

Medicaid

11:00 AM – 12:00 PM

North Dakota Department of Human Services

Stephanie Waloch, Expansion Administrator

- Program Updates
- Questions & Answers

Lunch

12:00 PM – 1:00 PM

Networking Opportunity

'Get Covered North Dakota' Initiative

1:00 PM – 2:00 PM

Logo / Branding / Website

Jill Kesler, Program Specialist

Danielle Van Peurse, Communications & Marketing Specialist

- Logo / Website walk through
- Scheduler / Connector Tool

Networking

2:00 PM – 2:30 PM

Community Partners

2:30 PM – 3:30 PM

Networking Breakout Session

Elsa Ramirez, Office of the Regional Director, Region VIII

US Department of Health and Human Services (HHS)

- Outreach
- Marketing
- Events
- Goals

3:30 PM – 4:00 PM

Recap Discussion / Break out session



South Dakota:

2nd Annual Outreach and Enrollment State Partnership Summit

Agenda | Wednesday, October 29, 2014 | Best Western Ramkota, Aberdeen, SD

8:00 AM – 8:30 AM

Registration and Breakfast

8:30 AM – 8:45 AM

Community HealthCare Association of the Dakotas

Linda Ross, CEO

Jill Kesler, Program Specialist

- Welcome and Introductions
-

Marketplace Health Insurance Plans

8:45 AM – 10:45 AM

Avera Health Plan

Janice Lewis, Sales Associate

DakotaCare

Jason Bortnem, Director of Sales

Sanford Health Plan

Jennie Nickles, Advertising & Communications Coordinator

Delta Dental of South Dakota

Sara Green, Health Care Reform Specialist

Individual Plan Updates

Panel Discussion

Question & Answers

10:45 AM – 11:00 AM

Break

Medicaid

11:00 AM – 11:45 AM

Office of Economic Assistance

Jolene Brakke, Medical Eligibility Program Administrator

- Program Updates
 - Questions & Answers
-

Calculator Tool

11:45 AM – 12:15 PM

Calculator Tool

Kim Jones, Lead SD ICAP Navigator

- Simulation / Examples

Lunch

12:15 PM – 1:00 PM

Networking Opportunity

'Get Covered South Dakota' Initiative

1:00 PM – 2:00 PM

Logo / Branding / Website

Jill Kesler / Danielle Van Peurseem, CHAD

- Logo / Website walk through
- Scheduler / Connector Tool

Networking

2:00 PM – 2:30 PM

Community Partners

2:30 PM – 3:30 PM

Networking Breakout Session

- Outreach
- Marketing
- Events
- Goals

3:30 PM – 4:00 PM

Recap Discussion / Break out session