

Outreach & Enrollment in a School District

CALIFORNIA SCHOOL-BASED HEALTH
CENTERS CONFERENCE

MARCH 12-13, 2012
SACRAMENTO, CA

Describing the LAUSD

- 8 Local Districts
 - 859 Schools
- 710 Square Miles
- 27 Neighborhoods and 6 Cities
 - Los Angeles: 3,792,621 (Census in 2010)
 - Metropolitan Area: 15,250,000
- 677,538 K-12 Students
- 181,373 English Language Learners (K-12)
- 94.8% Average Daily Attendance Rate (K-12)
- Number of Suspensions over Last 5 Years Dropped 54%
 - From 60,962 to 32,863
- Number of Expulsions over Last 5 Years Dropped 50%
 - From 512 to 257

OBJECTIVES

By the end of this workshop, you will be able to...

- Describe at least two outreach strategies discussed during the workshop.
- Describe at least two of the following terms: verification, utilization, redetermination.
- Identify one thing to talk to decision makers in their local communities about upon their return home.

OVERVIEW

- Why have an enrollment unit?
- Who is CHAMP?
- How is CHAMP funded?
- What are the outreach strategies CHAMP employs?
- What are the enrollment processes CHAMP uses?
- How will School-based Wellness Centers impact outreach and enrollment practices?

Why an enrollment unit?

- **Social Security Act**
 - Permits schools districts to be reimbursed for providing medical services through the LEA Billing Option Program
 - Enables school districts to cover overhead costs through the Medi-Cal Administrative Activities (MAA) Program.
 - ✦ LAUSD uses the Random Moment Time Survey (RMTS) methodology for MAA.
- **Foresight of Director**
 - Address learning/academic goals by addressing health disparities
 - Increase revenue to general fund by increasing Medi-Cal Eligibility Rate

CHAMP is...

- LAUSD's outreach and enrollment program.
- CHAMP conducts outreach activities that are designed to connect with parents whose children are uninsured.
- Once the connection is made, CHAMP can assist in a variety of ways to help parents obtain insurance, troubleshoot the post-submission labyrinth, and continue to advocate in a variety of ways on a variety services.

CHAMP's Outreach Strategies

- Outreach Strategies:

- CHAMP Cards
 - ✦ Simple, bilingual cards 225,000 p/year
- Call Center
 - ✦ Outbound calls (Take Action) 400,000 a year
- Parent Presentations upwards of 100 a year
- Health/Community Fairs upwards of 25 a year
- CHDP Gateway Referrals 1,200+ request follow-up a year
- Public Access: Direct mail campaign
 - ✦ 5-8 mailings a year 50,000 homes
- Public Access: Public Access Stations (PASs)
- Public Access: Public Access Website

CHAMP's Outreach Strategies

- Outreach Strategies:

- CHAMP Cards



- Direct mail campaign
 - ✦ 5-8 mailings a year 50,000 homes

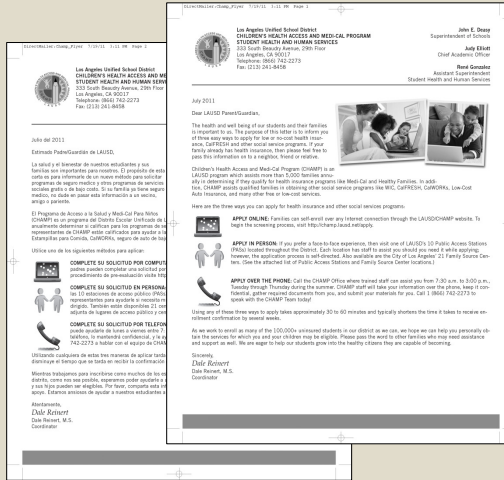
CHAMP's Outreach Strategies

- Outreach Strategies:

- Direct mail campaign
 - 5-8 mailings a year
 - 50,000 homes

Pages 1-2 Cover letter describing three ways to apply.

(Bilingual.)



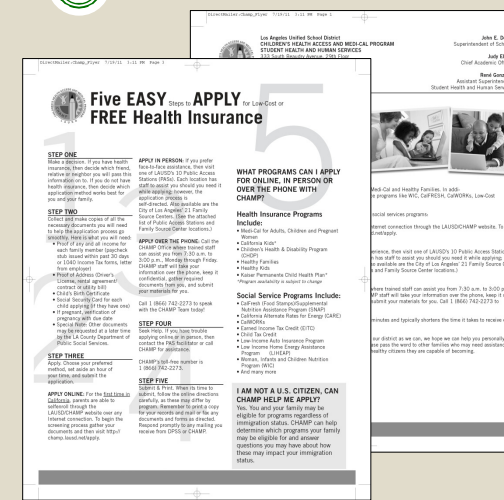
CHAMP's Outreach Strategies

- Outreach Strategies:

- Direct mail campaign
 - 5-8 mailings a year
 - 50,000 homes

Pages 3-4 describes five Steps to apply online.

(Bilingual.)



CHAMP's Outreach Strategies

• Outreach Strategies:

- Direct mail campaign
 - 5-8 mailings a year
 - 50,000 homes

Pages 3-4 describes five Steps to apply online.

(Bilingual.)

The flyer is titled "Five EASY Steps to APPLY for ONLINE, IN PERSON OR OVER THE PHONE WITH FREE Health Insurance for Low-Cost or". It is from the Los Angeles Unified School District's Student Health Access and Medi-Cal Program. The flyer lists five steps to apply for health insurance. It also lists various programs that can be applied for, such as Health Insurance Programs (Medi-Cal, CalFresh, CalWORKs, etc.) and Social Service Programs (CalEITC, CalFresh, etc.).



Los Angeles Unified School District

All Youth Achieving



Apply ONLINE, IN PERSON or OVER THE PHONE for FREE or Low Cost Health and Social Services

If your child does not have health insurance, the Los Angeles Unified School District's Children's Health Access and Medi-Cal Program (CHAMP) can help inform and connect you to the following programs:

Healthy Families	Access for Infants and Mothers (AIM)	Medi-Cal (Children, Pregnant Women and Adults)
Healthy Kids Program	Kaiser Permanente Child Health Plan	Child Health and Disability Prevention Program (CHDP)
California Kids	Food Stamps Program (SNAP)	California Alternate Rates for Energy (CARE)
CalWORKs	Low-Cost Auto Insurance	And many more...

Each program has different guidelines to qualify. It is easy to get help! Apply by using one of the following three options:

- APPLY ONLINE ANYTIME**
Apply online using your personal computer by visiting our [website](#)
- APPLY IN PERSON**
Visit one of our local Public Access Stations (PASs) sites to seek assistance from a Certified Application Assistor who will walk you through the process. To see the listing of Public Access locations, click on the blue link at the bottom of this page.
- APPLY OVER THE PHONE**
If you need assistance, call the CHAMP Office toll-free at 1-866-742-2273 Monday through Friday between 8:00 a.m. and 3:30 p.m.

[Public Access Location List](#)

CHAMP's Outreach Strategies

- Outreach Strategies:

- Direct mail campaign
 - ✦ 5-8 mailings a year
 - 50,000 homes

Pages 5-6 lists locations of public access stations.

(Bilingual.)

Five EASY Steps to APPLY for Low-Cost or FREE Health Insurance

STEP ONE APPLY IN PERSON. You must have a Social Security Number, a valid California Driver License, and a valid California State ID. Each location has a staff member who will assist you.

WHAT PROGRAMS CAN I APPLY FOR ONLINE, IN PERSON OR OVER THE PHONE WITH CHAMP?

Health Insurance Programs include:

- Medi-Cal for Adults, Children and Pregnant Women
- California Kidnet
- California Health & Disability Program
- Health
- Healthy Families
- Health Aid
- Kaiser Permanente Child Health Plan* (*Program availability subject to change)

Social Service Programs include:

- CalFresh
- National Assistance Program (SNAP)
- California Health Care (CALHC)
- California Tax Credit (CITC)
- Child Care
- Low Income Kids Insurance Program
- Low Income Home Energy Assistance
- Medi-Cal
- Medi-Cal and Children Nutrition Program (MCPN)
- And many more

I AM NOT A U.S. CITIZEN. CAN CHAMP HELP ME APPLY?

Yes. You and your family may be eligible for program regardless of immigration status. CHAMP can help you determine which programs your family may be eligible for and answer questions you may have about how those may impact your immigration status.

Los Angeles Unified School District - Public Access Stations

Area	Principal Agency	Address	Telephone
Alhambra	Alhambra Unified School District	1000 N. Alhambra Ave., Alhambra, CA 91801	626-442-1111
Arroyo Grande	Arroyo Grande Unified School District	3000 W. Arroyo Grande Ave., Arroyo Grande, CA 93301	559-828-2000
Carlsbad	Carlsbad Unified School District	2000 N. Carlsbad Ave., Carlsbad, CA 92008	760-439-2500
Chico	Chico Unified School District	1000 N. Chico Ave., Chico, CA 95926	530-893-2100
Chico	Chico Unified School District	1000 N. Chico Ave., Chico, CA 95926	530-893-2100
Chico	Chico Unified School District	1000 N. Chico Ave., Chico, CA 95926	530-893-2100
Chico	Chico Unified School District	1000 N. Chico Ave., Chico, CA 95926	530-893-2100
Chico	Chico Unified School District	1000 N. Chico Ave., Chico, CA 95926	530-893-2100
Chico	Chico Unified School District	1000 N. Chico Ave., Chico, CA 95926	530-893-2100

CHAMP's Enrollment Processes

- The Approach is Simple:

- Once enrolled; Keep enrolled.
 - ✦ Increased likelihood student remains healthy/ready to learn and achieve; improved attendance
 - ✦ Increased ADA drawn down
 - ✦ Increased Medi-Cal Eligibility Percentage helps MAA invoicing
 - ✦ Increased likelihood student is covered should we ever need to bill under LEA Billing Option Program if services ever delivered
 - ✦ Alleviate potential higher costs, like emergency room visits

CHAMP's Enrollment Processes

Our Client-centered Relationship

1

- SUBMISSION: electronic; all needed documents present
- QA: All information entered into two systems

2

- VERIFICATION: 30-45 days after Submission
- Obtain date benefits began; enter into CM system

3

- UTILIZATION: verify still enrolled, using services
- Dental check-up & age appropriate wellness reminders

4

- REDETERMINATION/RENEWAL: explain program renewal requirements; Kaiser is renewed every 2 yrs.

CHAMP's Enrollment Processes

• Enrollment Tools:

○ One-e-App

- ✦ Built-in QA tools – you cannot submit an application with having the proper documentation, though not fool-proof
- ✦ Takes high level of fluency/practice to use effectively.
- ✦ No case management tools available in LA County

○ CHOI Case Management System

- ✦ All families are double entered into an LA County Dept. of Public Health owned system.
- ✦ Designed specifically for Verification, Utilization and Redetermination case management documentation
- ✦ CHOI-2.0 launches March 28, 2012.

CHAMP's Enrollment Processes

- Enrollment Tools:

- Major Drawback – a QA is performed against both One-e-App and CHOI to make sure that each family is identical in both.
- Healthy Start Access Database
 - ✦ In-house database to help
 - monitor Healthy Start enrollment productivity
 - Provide data to the CHAMP team to conduct follow-up.
- CHIPRA II Data Tracking System
 - Report that verifies enrollment and re-enrollment

Recent Enrollment Stats

	App Sub	Enr Verif	A/V Ratio	Serv Utiliz	A/U Ratio	Re-enroll	A/R Ratio
2011-2012 (Jul '11 – Feb '12)	3,003	2,380	79.3%	1,198	50.3%	1,317* 727** 120***	109.9% 55.2%
2010-2011	4,306	2,451	69%	1,626	38%	1,599	39%
2009-2010	2,801	2,653	95%	2,615	93%	1,432	51%

*Number of clients contacted

** Number of clients still enrolled, 45% lost / 55% maintained.

*** Number of clients assisted in re-submitting applications.

Champ...setting & reaching goals

	App Sub	Enr Verif	A/V Ratio	Serv Utiliz	A/U Ratio	Re-enroll	A/R Ratio
2011-2012 (Jul '11 – Feb '12)	3,003	2,380	79.3%	1,198	50.3%	1,317	109.9%
2010-2011	4,306	2,451	69%	1,626	38%	1,599	39%
2009-2010	2,801	2,653	95%	2,615	93%	1,432	51%
2008-2009	4,867	4,049	83%	1,017	21%	90	2%
2007-2008	3,844	2,863	74%	230	6%	71	2%
2006-2007	6,655	2,029	30%	51	1%	93	1%
2005-2006	9,770	980	10%	26	0%	135	1%
2004-2005	10,182	771	8%	3	0%	24	0%
2003-2004	6,995	270	4%	2	0%	1	0%
2002-2003 (Jan-Jun only)	412	0	0%	0	0%	0	0%

CHAMP's Funding

- Always funded 100% through grant funds:
 - LEA Collaborative funding
 - Kaiser Community Benefit Fund
 - CMS – CHIPRA 2
 - CHOI Contract: LA County Dept. Public Health
 - Ready for School
 - California Endowment
 - LA Care, Rand, Private Donations
 - 47 different funding sources/combination over the past 13 years

CHAMP's Staffing

SCHOOL YEAR	Certified Application Assistors (CAAs)	
2012 - 2013	16 FTEs	
2011 - 2012	15 FTEs	
2010 - 2011	6 FTEs	
2009 - 2010	8 FTEs	
2008 - 2009	8 FTEs	

LA County Dept. Public Health
LAUSD, Ongoing
LAUSD, New in 2012-13

1 FTE Senior Ofc Tech
1 FTE Administrator
1 FTE CAA Supervisor

CHIPRA is....

- Children's Health Insurance Program Reauthorization Act.
- LAUSD's grant is for the second cycle of two.
- LAUSD received \$982,170.

Our CHIPRA goals are...



- Increasing enrollment and retention in the defined Wellness Network Areas
- Train and build the capacity of school-based staff in the defined Wellness Network Areas
- Develop data-driven enrollment and retention systems.

Our CHIPRA objectives are...



- Refine the use of school/district data to identify and target children who may be eligible and uninsured.
- Increase the number of dedicated and capable Health Care Advocates assigned to the Wellness Network Areas.
- Develop trainings, refresher and update trainings for staff who work where students seek assistance.

Numerical objectives

- LAUSD will, within the Wellness Networks,
 - Conduct outreach to 120,000 families
 - Assist 7,500 individuals in applying for benefits
 - Verify new or re-enrollment of 5,000 individuals
 - Provide assistance in utilization of services to 4,000 enrollees
 - Retain 3,200 enrollees in health insurance for a period longer than 12 months

Numerical Objectives Revisited

	CHIPRA Target	% Against Submitted Applications
Applications Submitted	7,500	
Enrollment Verified	5,000	66.7%
Confirm Services Utilized	4,000	53.3%
Assist Redetermination	3,200	43%

Numerical Objectives Revisited



	CHIPRA Target	% Required in CHIPRA II	LAUSD/CHAMP 3-Year Ave. (2009-2012)*
Applications Submitted	7,500		
Enrollment Verified	5,000	66.7%	79.3%
Confirm Services Utilized	4,000	53.3%	50.3%
Assist Redetermination	3,200	43%	55.2%

*2009-2012 refers to the time frame starting on July 1, 2009 and running through February 29, 2012.

Operational expression (how to reach goals & objectives)



- During Year One, CHAMP is to test and refine strategies within at least four (4) of the Wellness Networks.
- We cannot simply do more of the same.
- But, we cannot stop what we know works. Data must guide us.

CHAMP's Outreach Strategies

- Outreach Strategies We're Field Testing:
 - "NEW" Outbound Survey Calls
 - ✦ Basic 1-2-3 Survey
 - ✦ Call Back Time Survey
 - Parent Rep Recruiters
 - ✦ Early Ed Centers
 - Development of a detailed, informational brochure

CHAMP vs Approach to Wellness Project Strategies

- | CHAMP | AWP |
|---|---|
| <ul style="list-style-type: none">• CHAMP<ul style="list-style-type: none">○ Outbound calls:<ul style="list-style-type: none">✦ Generic✦ Targets a whole local district or grade level✦ Recorded by CHAMP staff✦ Requires parent to write down the toll-free number and take additional action | <ul style="list-style-type: none">• AWP<ul style="list-style-type: none">○ Survey calls:<ul style="list-style-type: none">✦ Asks one specific question✦ Targets a specific Wellness Network/ Instructional Complex✦ Recorded by a school physician✦ Requires the parent to only push one keypad number |

CHAMP vs Approach to Wellness Project Strategies

- CHAMP

- Parent presentations
 - ✦ School Request
 - ✦ School Readiness Initiative
 - ✦ Nutrition Network
 - ✦ State Head Start
 - ✦ Publication: “Your Child’s Health” (a health maintenance booklet)

- AWP

- Parent Partnership
 - ✦ All of what is listed on the left.
 - ✦ Dedicated Public Access Computer at new Parent Centers
 - ✦ New information-based parent brochure
 - ✦ HCAs working hand-in-hand with parent reps at specified schools within WCN/IC.

Other strategies

- Improved data entry and tracking
- Shifting performance measures to verified enrollments, increasing the weight of non-health enrollments
- Formalize training processes for Healthy Start staff under re-organization
- Electronic parent self-referral within the online school lunch application, once it obtains approval.

¿QUESTIONS?



**DALE REINERT, COORDINATOR
LAUSD CHAMP AND HEALTHY START**

**(213) 241-0401 OFFICE PHONE
DALE.REINERT@LAUSD.NET**