

## **Engaging a Multi-Disciplinary Outreach Approach:**

Addresses Medicaid Unwind Health  
Disparities Results in Increase Health  
Insurance Coverage

## Southwest Louisiana Area Health Education Center



# Session Overview & Outline

- I. **SWLAHEC Overview**
- II. **Louisiana Marketplace Insured Ranking**
- III. **Importance of Collaborative & Grassroots Partnerships**
- IV. **Louisiana Community Empowerment Project**
  - a. LDH Medicaid Sub-Contract Partnership
- V. **Navigators for a Healthy Louisiana**
  - a. Direct Outreach
  - b. State, Regional, Local Partnerships
- VI. **Center for Medicaid Service Marketplace Assister Community Platform**
- VII. **Impact**
- VIII. **Future & Moving Forward**



# Southwest Louisiana Area Health Education Center (SWLAHEC)

Established in 1991, Southwest Louisiana Area Health Education Center (SWLAHEC) is an independent non-profit organization and a member of the national network of Area Health Education Centers (AHECs) operating in 48 states. Programs span all 64 parishes across the state.

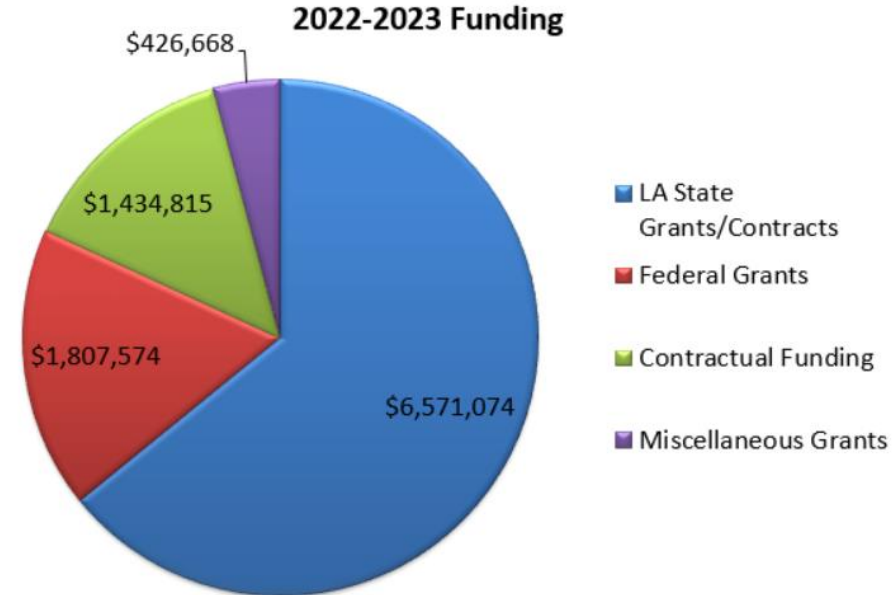
- **SWLAHEC Mission:**
  - To improve health status through access to information, education and health services.
- **SWLAHEC Improve Health Through Programs Focusing on Two Main Areas:**
  - Recruiting & educating health professionals
  - Educating the public on how to live healthier lives
- **SWLAHEC Collaborative Engagement Capacity**
  - Flexible & adaptable to fulfill outreach assistance and collaborative needs of organizations
  - Readily available to expand initiatives and connect to other opportunities
  - Multi-dimension approach for centralization of programs



# Southwest Louisiana Area Health Education Center (SWLAHEC)

## SWLAHEC Supported by Allocated Funding:

- Louisiana Grants & Contracts
- Federal Grants
- Contractual Funding
- Miscellaneous Grants



# SWLAHEC Programs



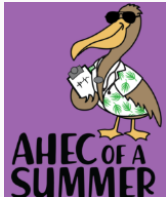
## Behavioral/Mental Health

- Suicide Prevention Program
- Provider- to-Provider Consultation Line
- Tulane Early Childhood Mental Health Consultation



## Career & Educational Development

- AHEC Scholars
- AHEC of a Summer
- Camp Fast Forward
- Future Healthcare Heroes
- Louisiana Rural Health Scholars Program
- Primary Care Elective & Primary Care Rural Preceptorship Program



# SWLAHEC Programs



## Coalitions & Alliances

Southwest Louisiana Civilian Corps  
Partnership Healthier Southwest Louisiana



## Health Equity & Social Justice

Samaritan Men's Health Initiative  
EmpowerU, Youth Education & Advocacy  
Louisiana Community Empowerment Project  
"Love Yourself" Women's Wellness Campaign  
Curving & Cutting the Numbers Vaccine Program



## Healthcare Services

WIC  
Nurse Family Partnership  
Navigators for a Healthy Louisiana



# SWLAHEC Programs



## Health Interventions

Louisiana Bridge

Fetal Infant Mortality Review

Harm Reduction-Do Not Harm & Healing Harm

STD/HIV Counseling Testing & Referral Services



*Louisiana Fetal and Infant Mortality Review*

## Health Prevention

AHEC of a Smile

Eat Move Grow Education

Mobile Vaccination Program

Tobacco Use & Secondhand Exposure Program

Heart Disease & Stroke Prevention & Management

Blood-Pressure Monitoring & Diabetes Prevention Programs



NATIONAL  
**DIABETES**  
PREVENTION  
PROGRAM



# SWLAHEC Partners



- National AHEC Association
- U.S Department of Health & Human Services
- Center for Disease Control
- Community Catalyst
- Health Enrichment Network
- STD/HIV/Hepatitis Program
- Louisiana Board of Regents
- Louisiana Department of Health
- LSU School of Medicine
- La Louisianne
- CLAHEC
- SELAHEC
- Bayou North AHEC
- Tulane University
- University of New Orleans
- McNeese State University
- University of Louisiana Lafayette
- South Louisiana Community College
- Second Harvest Food Bank
- Acadiana Area Human Services
- Cameron Parish Police Jury
- Imperial Calcasieu Human Service Authority
- Calcasieu Parish Police Jury
- City of New Iberia
- Iberia Parish Career Center
- Iberia Comprehensive Community Health Center



# Louisiana Ranks 2<sup>nd</sup> in Highest Marketplace Enrollments

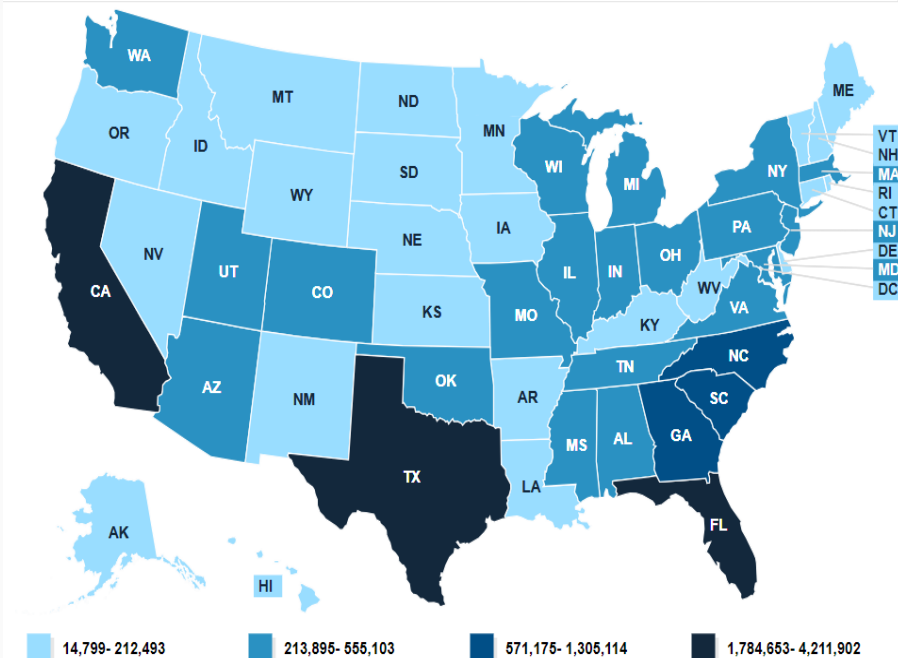
**76%**

**GREAT JOB  
LOUISIANA!!**

**76% Increase in Marketplace Enrollments**

**212,493** enrolled

**73,770** transitioned  
Medicaid to Marketplace



# Louisiana Ranks 2<sup>nd</sup> in Highest Marketplace Enrollments

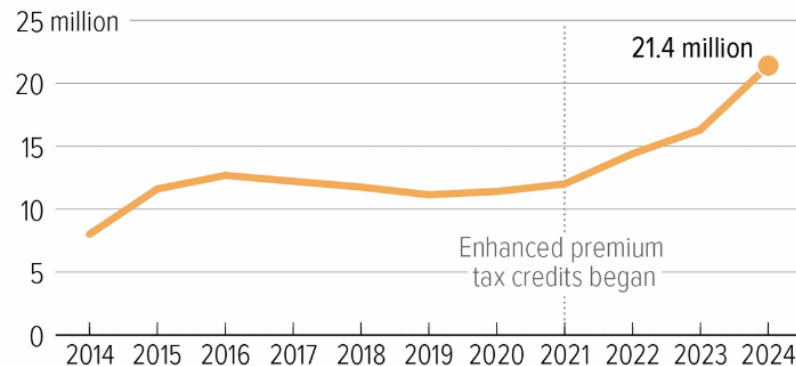
## 2024 Highest Marketplace Enrollment

- Subsidies enacted have cut premium costs
- Expanded and enhanced premium tax credits under American Rescue Plan & the Inflation Reduction Act
- Increased Marketplace outreach
- Increase Navigator funding

[Source: HHS ACA Marketplace 10 Year Report](#)

## Four Consecutive Years of ACA Marketplace Enrollment Growth, Spurred by Affordability and Outreach Efforts

Affordable Care Act (ACA) marketplace open enrollment plan selections



Source: Health Insurance Marketplace Open Enrollment Reports for 2014, 2015, and 2016, Office of the Assistant Secretary for Planning and Evaluation (ASPE), Department of Health and Human Services (HHS); Marketplace Open Enrollment Period Public Use Files for 2017, 2018, 2019, 2020, 2021, 2022, 2023, and 2024, Centers for Medicare and Medicaid Services (CMS), HHS.

# Key To Success: Multi-Disciplinary Approach

## Key Factors

- **SWLAHEC Culture of Health Approach**
  - Theory of Change Process
  - Community 1<sup>st</sup> engagement to identify partners needed and health disparities assessment needs
  - Pool resources to identify goal to meet needs of our residents
  - Collaborate for results instead of competing for funding
  - Program unification, expansion & collaboration
- **Collaborative National, Statewide, Regional, Local Partnerships**
- **Resources for Achieving Success**



# Collaborative Partnerships

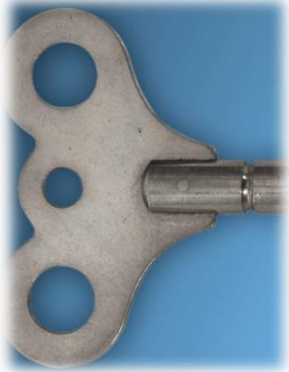
## Key Partnerships

- Louisiana Department of Health  
Medicaid Contractual Partnership
- U.S. Department of Health & Human  
Services Center for Medicaid &  
Medicare Services
- State, Regional & Local Organizations



# Medicaid Unwind

## Unwinding the Medicaid Continuous Coverage Protection



- In response to the Covid-19 pandemic, in March 2020, Congress passed relief legislation that gave increased Medicaid federal funding to states. States were not allowed to terminate any member during the pandemic.
- By May 2023, total Medicaid enrollment was 2,055,359. 44% of Louisiana's population.
- Congress established the date of April 1, 2023 for resuming Medicaid renewals and terminations.
- Louisiana began terminating ineligible members July 1, 2023.
- Process will continue until July 2024.

# Medicaid & LaCHIP

- Medicaid eligibility and qualifications



## **Qualifications for Medicaid:**

- A low-income parent of children under age 19
- A child under age 19
- Pregnant
- Uninsured and need treatment for breast and/or cervical cancer
- A Louisiana citizen/resident aged 19 to 64 years old with a household income less than 138% of the federal poverty level

## **Other Qualifications for Medicaid:**

- Receive Supplemental Security Income (SSI) from Social Security Administration (SSA)
- Receive Office of Family Support (OFS)-Family Independence Temporary Assistance Program (FITAP) financial assistance
- Disabled according to the Social Security Administration
- Visually impaired with corrected vision no better than 20/200

# Medicaid & LaCHIP

- Every year, the income levels are adjusted for inflation
- Medicaid income levels increased in March 2024
- LaCHIP income levels are slightly higher



Louisiana's Medicaid is available to adults that income is up to 138% of Federal Poverty Level.

## Federal Poverty Guidelines for 2024 Medicaid Coverage

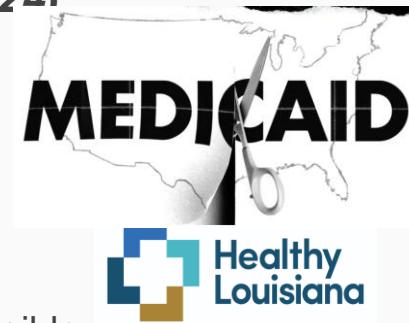
Household Size	Weekly	Monthly	Yearly
1	\$400	\$1,732	\$20,784
2	\$543	\$2,351	\$28,212
3	\$685	\$2,970	\$35,640
4	\$828	\$3,588	\$43,056
5	\$971	\$4,207	\$50,484
6	\$1,114	\$4,826	\$57,912
7	\$1257	\$5,445	\$65,340
8	\$1,399	\$6,063	\$72,756

# How Is Unwinding Affecting Patients & Families Who Have Medicaid Health Coverage?

From June-April (*last day of coverage April 30, 2024*)

- 1,841,262 - total renewals initiated
- 952,268 - automatically renewed
- 888,994—mailed a renewal packet
  - 329,387 – completed the packet and renewed
  - 182,583— completed the packet and determined ineligible
  - 6,242 -- pending action
  - 370,782\*— member accounts closed due to failure to respond
- **553,365** - *total Medicaid accounts terminated*

**\* 173,989 children lost Medicaid Coverage from June 2023–April 2024**

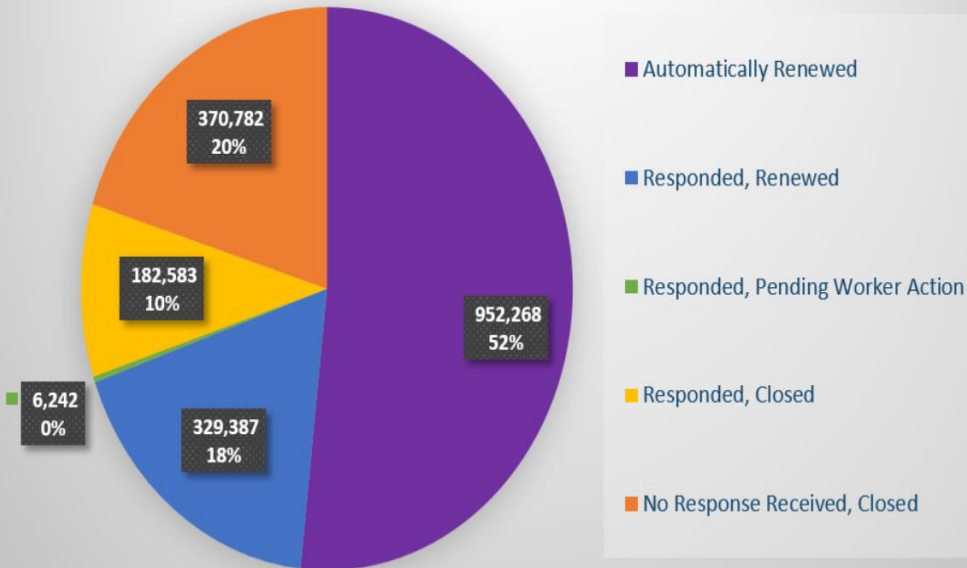




# Louisiana Medicaid Renewals Data Reporting To Date

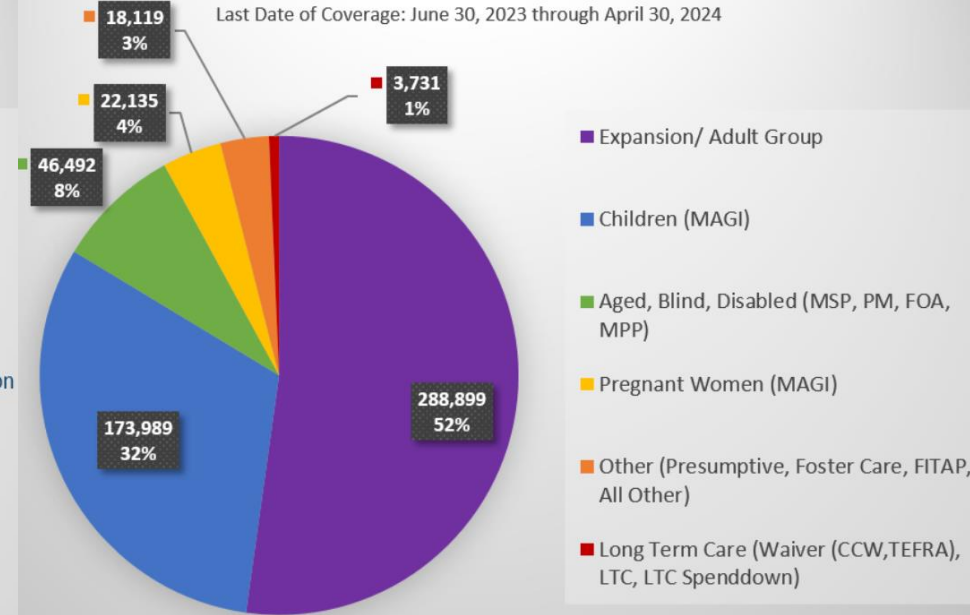
**Medicaid Renewal Outcomes - Completed Months**

Last Date of Coverage: June 30, 2023 through April 30, 2024



**Closures by Category<sup>1</sup> - Completed Months**

Last Date of Coverage: June 30, 2023 through April 30, 2024



Enrollees that closed in more than one program are counted for each program closure.

# Health Equity & Social Justice Department

**How have health disparities been impacted and how did we address these issues?**



- Identified need for department based on work
- Civilian Corp Program Faith Based Leaders
  - Basis of outreach model to engage collaboration of partners
- Volunteer ambassadors to expand capacity
- Neighborhood outreach and canvassing
- Louisiana Community Empowerment Project engaged



# Health Equity & Social Justice Department

## The Health Equity and Social Justice Department

- Frontline public health CHWs, ambassadors, “boots-on-the-ground”
- Trusted members of the community
- Serve as community liaisons/link between health/social services to facilitate access to services & improve the cultural of health
- Builds individual and community health knowledge & self-sufficiency
- Results met by-outreach, community education, informal counseling, social support and advocacy



***CHWs ensure that those who are at-risk within their community receive health equity and social justice and do not get lost within a system.***

# Louisiana Community Empowerment Project

- **Mission:**

- Grassroots community-based model that utilizes trusted community organizations, such as barbershops, churches, and social influencers to provide education, resources, and outreach information.
- Through collaborating with local trusted gatekeepers, give the ability to spread appropriate, meaningful and trusted messaging and resources throughout the communities most impacted by health inequities and disparities.



- **LDH Medicaid Subcontract-14 months**
  - Outreach to members who not returned renewal forms
  - Unreachable due to incorrect contact info
- **Community Empowerment Outreach Workers**
  - LDH Medicaid provided list for 29 parishes
  - 35 outreach workers engaged





Louisiana Community Health  
Empowerment Project

# Medicaid Unwind Outreach

The Empowerment Team comprised of Coordinators, Community Health Workers, Outreach Workers, & Ambassadors are tasked with outreaching to Medicaid Individuals to insure they have their personal information updated with Medicaid. The goal is to make sure they keep their Medicaid coverage or assist them in getting Health Insurance.



## PHONING, TEXTING, EMAILING:

The list includes the targeted individuals. Our goal is to reach as many of these as possible and encourage / assist them in updating their personal information.

Outreach  
by Phone,  
Text, Email

Medicaid  
Individuals

Outreach by  
Participating  
In Event

## CANVASSING:

Targeting neighborhoods / areas to cover the area with flyers with the intention to solicit contacts with Medicaid Individuals.

Outreach  
by  
Canvassing

Assist with  
Updating  
Information

## EVENTS:

Conducting or participating in planned public occasion where we Inform, Educate, and Reach our targeted audience of Medicaid Individuals.

Refer to  
Navigators

# Louisiana Community Empowerment Grassroots Partners



- New Hopewell Baptist Church Food Bank
- Health Hut
- Super Value Foods
- Bernice & Farmerville Town Hall
- Tensas Community Health Center
- Ruston Surgical Center
- Dart/CCRT Program
- Lincoln Parish Health Unit
- Region 7 & 8 Council on Aging
- Franklin Parish Health Unit
- Michael Brooks Family Clinic
- Claiborne School Board
- Sabine School Board & Police Jury
- Desoto Parish Police Jury
- Mansfield Chamber of Commerce



# Louisiana Community Empowerment Project

## Results

- 40,276 Medicaid members pending termination contacted
  - Calls ,text messages, email, home visits
- 837-Community outreach events created
- 1116-Outreach events attended
- Navigator Assistance Referrals
  - Medicaid re-application
  - Completing renewal forms
  - Filing an appeal
  - Applying for a Marketplace plan if deemed Medicaid ineligible.





# Navigators for a Healthy Louisiana

Navigators for a Healthy Louisiana\* is a free non-profit federally funded program supported by a grant from the U.S. Department of Health and Human Services Center for Medicare and Medicaid Services under the Affordable Care Act to assist Louisiana residents with access to low-cost or no cost health insurance options depending on their eligibility. Grant awarded to SWLAHEC and contractor CLAHEC.

## Services provided:

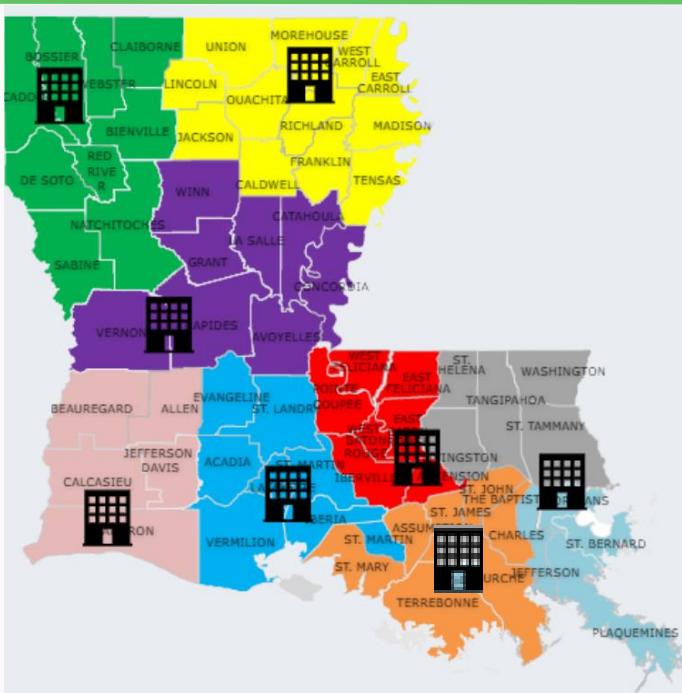
- One-on-one assistance with applying, updating info and educating about health insurance options for Marketplace, Medicaid and LaCHIP
- How to utilize health coverage services & locate providers
- How to access preventable health services
- Language interpretations services
- Meeting times & locations convenient for patients & community members



\*Navigators for a Healthy Louisiana is supported by the Centers for Medicare and Medicaid Services (CMS) of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$1,964,927 with 100 percent funded by CMS/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by CMS/HHS, or the U.S. Government.



# Navigators for a Healthy Louisiana



## Office Locations:

Alexandria  
Baton Rouge  
Houma  
Lafayette  
Lake Charles  
Monroe  
New Orleans  
Shreveport

Regional Coordinators, Outreach Coordinators,  
Certified Navigators and/or Enrollment Specialist  
for All 64 Parishes Across the State

# How Do We Connect with Organizations, Clients, Patients & Community Members

**Direct Referrals** from Statewide, Regional, Local and Community Organizations, Worksites, Clinics, Health Systems, Childcare Centers & Employers

Organization, Employer, Community, & Staff Educational **Presentations**

**Onsite Enrollment** Opportunities at Local Organizations, Businesses, Health Units, Clinics, Community Centers & Other Facilities



Wellness **Events**, Staff & Employee Meetings, Community Events, Health Fairs

Coalition **Meetings**

Previous Enrollee **Referrals**



# Resources Provided

**Navigator assistance and resources are available to those who:**

- Do not currently have health insurance at all
- Lost Medicaid or other health insurance coverage
- Are not offered health insurance coverage through their employer
- Can't afford their employer's health insurance coverage
- Not offered insurance through their spouse's employer or can't afford it
- Are no longer covered under their parent's health insurance plan
- Are confused and overwhelmed by the whole process



# What Affordable Health Insurance Options Are Available?

- ✓ Marketplace Health Insurance Plans
  - *Healthcare.gov - Affordable Care Act*
- ✓ Medicaid-Healthy Louisiana Plans



Health Insurance  
**Marketplace**

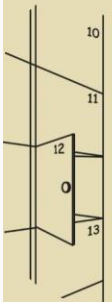


# Medicaid Wage Checks Now Every 3 Months

## Important Medicaid Update: May Eligibility Wage Checks

Medicaid does an income check every three months to make sure members still qualify for Medicaid.

Letters will be mailed to members that need to verify their income to continue their coverage.



## Prepare for Medicaid Eligibility Wage Checks



### Update your information.

Include your name, mailing address, phone number and email as well as significant life changes. Life changes include marital status, family size or income level.



### Check your mail.

When you receive a letter, follow the instructions in the letter so you don't risk losing your coverage.



[healthy.la.gov](https://healthy.la.gov)

# Marketplace Plans

- Many are eligible for a low or no cost health insurance plan through the Marketplace.
- If no longer eligible for Medicaid, can apply for Marketplace by contacting a Navigator.



## Health Insurance Marketplace

Federal Health Insurance Marketplace offers affordable private health insurance plans for U.S. citizens and persons legally in U.S.

### Marketplace Health Plans offer:

- ✓ Comprehensive health insurance coverage and benefits
  - ✓ Tax credits to help pay for monthly premiums
  - ✓ Reductions in co-payments and deductibles
  - ✓ Plan options with \$0 premiums if income is at or below 150% of the FPL (about \$21,870 for individual)\*
  - ✓ Federally subsidized paid premiums
- 4 out of 5 enrollees find a plan that cost less than \$10 a month

**\*Navigators can assist to see what residents qualify for.**

# Marketplace Health Insurance Plan Enrollment Periods



**Health Insurance**  
**Marketplace**

## When Can Residents Enroll in Marketplace?

- **Special Enrollment Period (SEP)**
  - Life changes or events qualification\*
    - Losing health coverage
    - No longer eligible for Medicaid
    - Moving
    - Getting married
    - Having a baby or adopting a child
    - Certain low-income level\*\*



**Annual Marketplace Open Enrollment**  
**Nov. 1<sup>st</sup>—Jan. 15<sup>th</sup>**

**Medicaid and LaCHIP can be applied for any time of the year.**

**\*Note:** Must apply within **60 days** of change or event.

**\*\*Navigators can assist residents if they qualify.**

# Connecting with Navigators for a Healthy Louisiana

## Direct Referral Process

Easy ways for clients, patients, families and community members to connect to free one-on-one assistance with applying for a Marketplace, Medicaid or LaCHIP health insurance plan, checking eligibility or for updating existing accounts is by choosing an option below. **Referrals take less than 2 minutes.**



- Connect directly by **scanning the QR code** located on all our material & fill out the online form in English or Spanish to provide:
  - *Name, Parish, Contact Number, Email Address, Referral Source, Comments*
- Go to our website [www.GetCoveredLA.org](http://www.GetCoveredLA.org) and fill out the online form
- Call 1-800-435-2432







# Statewide Partnerships

## Navigators for a Healthy Louisiana Direct Referral Partners

- Louisiana Department of Education
- School Based Health Clinics
- Office of Public Health
- Regional Medical Directors
- Federally Qualified Health Centers
- Health Systems
- Cancer Centers
- Primary Care Clinics
- WIC Clinics
- Louisiana Budget Project
- Feeding Louisiana



- Tulane University School of Public Health and Tropical Medicine
- Universities and Technical Colleges
- City Municipalities
- Louisiana Center for Health Equity
- Human Service Authorities
- Office of Aging & Adult Services
- Pharmacies
- United Way
- Volunteers of America
- Behavioral Health Clinics
- And More....

# How Do Navigators Make a Difference

*A Mary Bird Perkins Cancer Center patient with no health insurance who had been diagnosed with stage 4 cancer was assisted by a Navigator to qualify for a Marketplace Health Insurance Plan. She was so thankful and appreciative that now she could make an appointment at a cancer center for treatment.*



## Health Systems Partnership:



- Access Health
- Sulfur Free Clinic
- Huey P. Long Clinic
- Citizens Rural Clinic
- Iberia Comprehensive
- Winn Community Clinic
- Opelousas Family Clinic
- Ochsner for Children Clinics
- New Orleans Musician Clinic
- Beauregard Memorial Hospital
- New Orleans Health Department
- Mary Bird Perkins Cancer Center
- Lincoln Community Health Center
- Our Lady of Angels Health System
- Our Lady of the Lake Health System
- Trinity Community Health Center of LA
- Baton Rouge General Primary Care Clinic
- OPH State and Regional Public Health Units

# How Do Navigators Make a Difference



A man came into the Baton Rouge Primary Collaborative Care, LLC clinic without any type of healthcare coverage and walked out having been qualified for Medicaid. He came in with a very sullen look but left out with a smile.

VOA of Southeast Louisiana referred a 60-year-old community member for Navigator assistance who had never had health insurance in his lifetime. He shared that he had never had physical, been able to get medication or had any preventive services. He was concerned about his health and wanted help. The Navigator assisted him with applying for Medicaid and also educated him about coverage to care services. He now has health insurance and can get preventive care which he is so grateful for.



Navigator was able to assist a mother who spoke no English with enrolling her baby into Medicaid. The language line was utilized, and the process was very positive for the mom.

# Navigators for a Healthy Louisiana Medicaid Unwind Outreach & Education

- **Navigators For a Healthy Louisiana Newsletters**

- Medicaid Upwind Changes
- Open Enrollment Details
- Onsite Enrollment Opportunities

- **Webinars & Presentation**

- Navigator Leadership
- LDH Medicaid Deputy Secretary
- CMS Dallas Regional Office

- **Partnered with Invest Louisiana**-Protecting Medicaid Roundtable Monthly Meetings

- **Social Media Education**-Facebook-Navigators for a Healthy Louisiana & SWLAHEC

- **Radio & TV Interviews**

- **Website Resources**-[www.GetCoveredLA.org](http://www.GetCoveredLA.org)



# Navigators for a Healthy Louisiana Direct Impact

## 586,110 Residents Reached

## 20,243 Direct Consumer Interactions

- **Newsletter & Flyer Distribution**
  - 270 locations
  - 32,000 distributed
- **Webinars & Presentation**
  - 122 provided
- **Social Media Education**
  - 90,815 reached
- **Radio & TV Interviews**
  - 438,000 reached
- **Community Outreach Events**
  - 1,191 events
  - 19,983 reached



RESULTS

# CMS Marketplace Assister Community (MAC)

## Center for Medicaid Services Marketplace Assister Community (MAC)

- CMS secure platform for consumers whose Medicaid/CHIP coverage has been terminated
- Consumer information shared with trained Navigators to conduct direct outreach through the MAC software platform

### Overview: MAC Direct Assister-to-Consumer Outreach



**Health Insurance**  
**Marketplace**

- **Began:** May 2023 upon unwind initiation
- **Focus/Target:** Consumers who were terminated from Medicaid/CHIP due to Medicaid unwinding redetermination process
- **Implementation:** Navigator referrals via secure electronic account transfer from CMS & LDH Medicaid/CHIP for direct individual outreach
- **Results:** Outreached to **44,000** terminated Medicaid for direct Navigator-to-Consumer assistance

# Overall Impact

## 3-Prong Multi-Disciplinary Outreach Approach

- **69%** of current Medicaid recipients able to maintain their current Medicaid coverage.
- **646,629** residents, Medicaid & Marketplace members, educated & assisted
- **300+** organizations & facilities actively engaged
- Historic Marketplace Health Insurance enrollment
- Lower uninsured rate
- Increased access to healthcare





# Future & Moving Forward

## Move Forward with Improving the Culture of Health for all Louisiana Residents

- **Expand the Louisiana Community Empowerment Project Creation Vision**
  - Proactively implement an accessible system to reach the hardest to locate and engage community members for broadcasting resources to meet identified needs for improving their health and overall quality of life
- **Outreach & Provide Enrollment Assistance**
  - **31%** of previous insured Medicaid recipients potentially without insurance coverage to obtain coverage
- **Create a Proactive Implementation Statewide System of Reach**
  - Offer & extend SWLAHEC's multi-disciplinary outreach approach to Medicaid Insurance providers, hospitals, and clinics who identify a decline in patients with Medicaid or have uninsured patients to connect to affordable insurance options.



# Future & Moving Forward

## Next Steps:

- **Schedule meeting** with SWLAHEC to review data-Medicaid Insurance providers, hospitals, FQHCs, etc.
- **Provide community-based engagement assistance** for expansion of reach & connection to collaborative resources
- **Seek additional funding** to extend implementation to your organization with multi-disciplinary outreach perspective
- **Become a Community Empowerment and/or Navigator partner** to provide these resources and services to your patients, clients, and community members for connecting to needed resources, to maintain and obtain health insurance coverage



# SWLAHEC

## Contact Information



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**Visit Website**

[www.swlahec.org](http://www.swlahec.org)



SWLAHEC



Questions?

Thank you!

