



NEBRASKA HERITAGE HEALTH ENROLLMENT BROKER:
AUTOMATED HEALTH SYSTEMS



AUTOMATED HEALTH SYSTEMS (AHS)



- ❖ 37 years of health care administration for vulnerable populations
- ❖ 20 years of enrollment broker experience
- ❖ Numerous program transitions similar to Heritage Health

AHS' ROLE



OVERVIEW OF AHS' EB SERVICES



Enrollment Avenues

- Web portal
- Call center
- Mail



Host Website

- Member education and enrollment
- Search capabilities for provider selection
- Stakeholder information



Member Call Center

- Live support
- Real-time chat



Materials

- Brochure
- MCO plan comparison chart
- Member Guide



Outreach and Education

- Engage community partners
- Provide field based training and support



Reporting

- To DHHS
- To MCOs

GOALS OF OUR OUTREACH PLAN



Leverage community partners' trusted relationship with members to promote a best-fit voluntary enrollment



Ensure that partners have access to timely, accurate and unbiased information about the Heritage Health Program



Increase the available assistance to members when they do not know where to go for help



Expand outreach to community settings for vulnerable populations and individuals with enrollment challenges



Spread accurate information and consistent messages for members

IDENTIFY POTENTIAL PARTNERS



Identify Stakeholders
and CBOs with DHHS &
Community
Consultants/Advisors

Develop Comprehensive
Directory of
Stakeholders and CBOs

Maximize
Outreach and
Education
Opportunities

PARTNERS FOR MEMBERS WITH ENROLLMENT CHALLENGES



INTRODUCTION OF AHS TO COMMUNITY PARTNERS

Introduce AHS as Heritage Health Enrollment Broker



To identify organizations



To identify individuals from DHHS database



Date

Dear Community Partner: (will be personalized)

I am writing to introduce you to Automated Health Systems (AHS). AHS will serve as the Enrollment Broker for Heritage Health, Nebraska's new integrated managed care delivery system. AHS will provide unbiased outreach, enrollment, and education services to members as they select the health care plan that will best meet their needs.

As Calder Lynch, Director of the Division of Medicaid and Long-Term Care, recently stated: "AHS will be a valuable partner to Nebraska Medicaid as we implement Heritage Health, providing information and assistance to our state's Medicaid enrollees to help more individuals proactively select the health plan that best suits their families' needs."

AHS is a health services management company with 37 years of experience administering programs for low-income families, including 20 years of consecutive enrollment broker experience in multiple states. As the Project Director for the Enrollment Broker, I am excited to bring AHS' best practices to Nebraska to help empower members to make informed decisions for their families' health.

Community-based organizations are essential to the success of Medicaid programs. Under the direction and guidance of DHHS, we wish to partner with you as we prepare Nebraska's Medicaid members for the implementation of Heritage Health on September 1, 2016, with services beginning on January 1, 2017. To maximize our outreach and education opportunities to reach Nebraska's Medicaid members and to increase the success of the new delivery model, we have identified several opportunities for partnering and collaboration, including but not limited to:

- Connecting your constituents with AHS for enrollment assistance support;
- Hosting Heritage Health informational sessions in community based settings;
- Participating in train-the-trainer sessions about AHS' services, how to connect members to us, and available tools to support an informed MCO selection;
- Distributing Heritage Health education materials; and
- Expanding outreach to hard-to-reach and special needs populations.

I am pleased to introduce Linda Becker, AHS' Field Outreach Director, who will work directly with our community partners as we launch our Heritage Health outreach and education plan. She will be in contact to assess your interest in working with us as we begin this important mission to empower Nebraska Medicaid members in making informed decisions regarding their health care. You may also contact Ms. Becker directly at (402) 309-5594 or lbecker@automated-health.com to schedule a time to meet in person.

Thank you in advance for your interest. We look forward to working with you to ensure that Nebraska's most vulnerable citizens are supported as they navigate the new healthcare delivery system.

If you have any questions, please don't hesitate to contact me at (402) 835-4378 or kbaker@automated-health.com.

Sincerely,

Kimberly Baker, Project Director
Automated Health Systems
233 South 13th Street, Suite 1100
Lincoln, NE 68508
(p) 402-835-4378 | (f) 402-417-0651

Cc: Linda Becker, Field Outreach Director
Ruth Vineyard, MLTC

GROUND OUTREACH EFFORTS FOR PARTNERS



Train the Trainer Sessions



Training on Enrollment Tool



Display Project Materials



Outreach Director Available



Program Communication with Partners

FOCUSED OUTREACH ACTIVITIES

Enlist Community Organizations' Assistance

- Individuals new to managed care
- Individuals with developmental disabilities and mental health concerns
- Individuals who receive long-term services

APPROACH FOR NEBRASKA MEDICAID MEMBERS WITH SPECIAL NEEDS

Individuals working directly with this member population will be identified and targeted for enrollment education

Due to the high level of trust the members have with the CBOs staff, this may be where the members turn for help and support. All member written material will be provided to partner staff to include:

- ❖ Member handbook, welcome letter, enrollment form
- ❖ FAQ, educational flyer, information guide and MCO comparison chart

CBO staff will receive education on the enrollment processes so they are familiar with what the members are being asked to do.



METHODS OF CBO STAFF EDUCATION

In person trainings

- ❖ Field Outreach Director is on site in Nebraska and available to attend staff meetings, conferences, health fairs, etc. for training on Heritage Health EB program

Train the trainer sessions on assisting members in the enrollment process

- ❖ Sessions in person or remotely by webinar

Heritage Health EB website

- ❖ Available 24/7
- ❖ All member education forms available on the website
- ❖ All member documents are developed at no more than a 6.9 grade reading level



CHOICE COUNSELING

Heritage Health Choice Counseling is a free service made available to our members. There are never any costs associated with Choice Counseling services.

The goal is to help everyone make an informed decision and select the health plan that meets their needs and will lead to better health outcomes.



Choice Counselors can provide information on:

- Heritage Health
- Health Plan Choices
- Value-Added Services
- Enrollment Timelines
- Website Tools

CHOICE COUNSELING

Outreach and Education



Outbound and Inbound Calls



Group Presentations to Stakeholders



Group Presentations to Providers and Staff



Partnership Development and Referrals

AHS STAFF EDUCATION

All AHS staff are trained on the needs of the LTSS population including individuals with mental health concerns and developmental disabilities.

Additional staff training includes:

- ❖ Issues related to housing, education, food, physical and sexual abuse and violence.
- ❖ Finding community resources and making referrals to these agencies and other programs that might be helpful to members
- ❖ Culture of the area in which the member resides



PARTNERSHIP DEVELOPMENT

Our Goals:

Give focused and unbiased information to the members

Reach, understand, and accommodate individuals with special needs

Enhance the choice counseling component and availability

PLEASE DON'T HESITATE TO CONTACT US



Linda Becker

Field Outreach Director

(O) 402-835-4378

(C) 402-309-5594

lbecker@automated-health.com

www.neheritagehealth.com

1-888-255-2605