

A State Partnership for Medicaid Managed Care Expansion Outreach and Education in Rural Pennsylvania

SUPPORTED THROUGH THE NOSORH PARTNERSHIP AND LEADERSHIP FOR STATE OFFICE OF RURAL HEALTH COLLABORATIVE SUB-CONTRACT PROGRAM

Partners

- Pennsylvania Office of Rural Health
- Pennsylvania Health Law Project
 - Expert and consultant on access to health care for low-income consumers, the elderly, and persons with disabilities
 - Legal services organization
 - Resource to the disabilities community
 - Legal council to persons seeking Medicaid
 - Staff to the Pennsylvania Medical Assistance Advisory Committee's Consumer Subcommittee

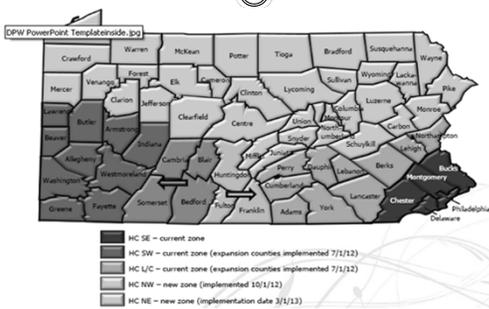
Scope of Project

- Goal: Increase knowledge by agencies, providers, and consumers on the expansion of HealthChoices in rural Pennsylvania
- 10 trainings and outreach activities in rural counties
- Development of *A Consumer's Guide to HealthChoices*
- Increase knowledge of the issue by the SORH
- Increase the visibility and relevance of the SORH

Pennsylvania's Medicaid Managed Care Program

- Medicaid in Pennsylvania known as Medical Assistance (MA)
- Managed Care Program: HealthChoices
- Administered by the Pennsylvania Department of Public Welfare
- HealthChoices rolled out over the last 10 years in urban areas
- Challenges with rollout in rural areas
- Statewide rollout mandatory by spring/summer 2013

HealthChoices Zones



HealthChoices Expansion

- Extended to 42 rural counties (88% of the rural counties in the state)
 - Southcentral (7 counties)
 - Northwest (13 counties)
 - Northcentral/Northeast (22 counties)
- ~500,000 MA consumers (and their providers)
- An entirely new framework for navigating the healthcare system

Why Does this Matter to Rural Pennsylvania?

- This information is complicated and requires a new set of skills for the consumer (regardless of geographic location)
- Consumers may not have access to Internet-based information
- Challenges with finding providers in the networks (theoretical plans vs. actual experience)
- Travel challenges to County Assistance Offices

Activities

- 11 events
 - 1 webinar
 - 8 on-site trainings
 - 4 hospitals (3 rural, including one CAH)
 - 1 American Legion
 - 1 county human service building
 - 2 hotels
 - Ag Progress Days, Ag Health and Safety tent
 - Half-day summit "Northeast Pennsylvania Outreach and Enrollment"

Training Locations



Outcomes

- 331 trained at the on-site trainings
 - Healthcare providers
 - Community-based organizations
 - Consumer advocates
 - Consumers
- 55 attended the summit
- 45,000 attend Ag Progress Days; 500+ came to the Ag Health and Safety tent

Results from the Trainings

- 70%: session was “very useful”
- 28%: session was “useful”
- 100%: session answered their questions about Medical Assistance managed care
- 66%: materials were “very helpful”
- 32%: materials were “helpful”
- 85%: workshop was “good” or “excellent”
- 97%: would recommend the workshop to others

Impacts

- Social service agencies, community organizations and providers serving current and future HealthChoices enrollees gained knowledge that impacts their ability to serve consumers
- Consumers gained valuable information on how to enroll and participate in HealthChoices
- SORH gained expertise on HealthChoices expansion, and increased our ability to serve rural consumers

Impacts

- Expanded services and technical assistance provided by PHLP to rural agencies, providers, and consumers.
- Feedback and information will be provided to DPW on HealthChoices expansion during meetings of the Medicaid Consumer Advisory Committee and in the Spring 2014 Rural Legislative Briefing coordinated by the SORH and the Pennsylvania Rural Health Association

Benefits to the SORH

- Strengthened an existing partnership
- Excellent training opportunity for SORH staff: we learned a LOT
- Increased our service and relevance to rural residents and rural Pennsylvania
- Capitalized on our strengths in connections to rural areas and our skills in program coordination
- Increased our visibility

Next Steps

- Finalize *A Consumer's Guide to HealthChoices*
- Integrate the information into outreach and education on the Health Insurance Marketplace
- Submit report to NOSORH and include articles on the project in publications
- Look for other opportunities
- Say Thank You! to NOSORH
- Framework easy to replicate by other SORHs, for any issue that impacts rural residents
