

My Health LA Renewal Best Practices Session

Sponsored by

LA County DHS - My Health LA Program

and

Community Clinic Association of Los Angeles County (CCALAC)

September 8, 2015



Background

- Over 150 My Health LA (MHLA) Community Partner locations are beginning to provide renewal enrollment services for their MHLA participants.
- Many are engaging in creative ways to outreach to and encourage participants to renew.
- CCALAC held a best practices session with Community Partner enrollers to learn about the variety, and in some instances similar, effective strategies and tactics to provide renewal enrollment services.
- Three Community Partners were selected to showcase renewal practices that can be replicated across the Community Partner network.

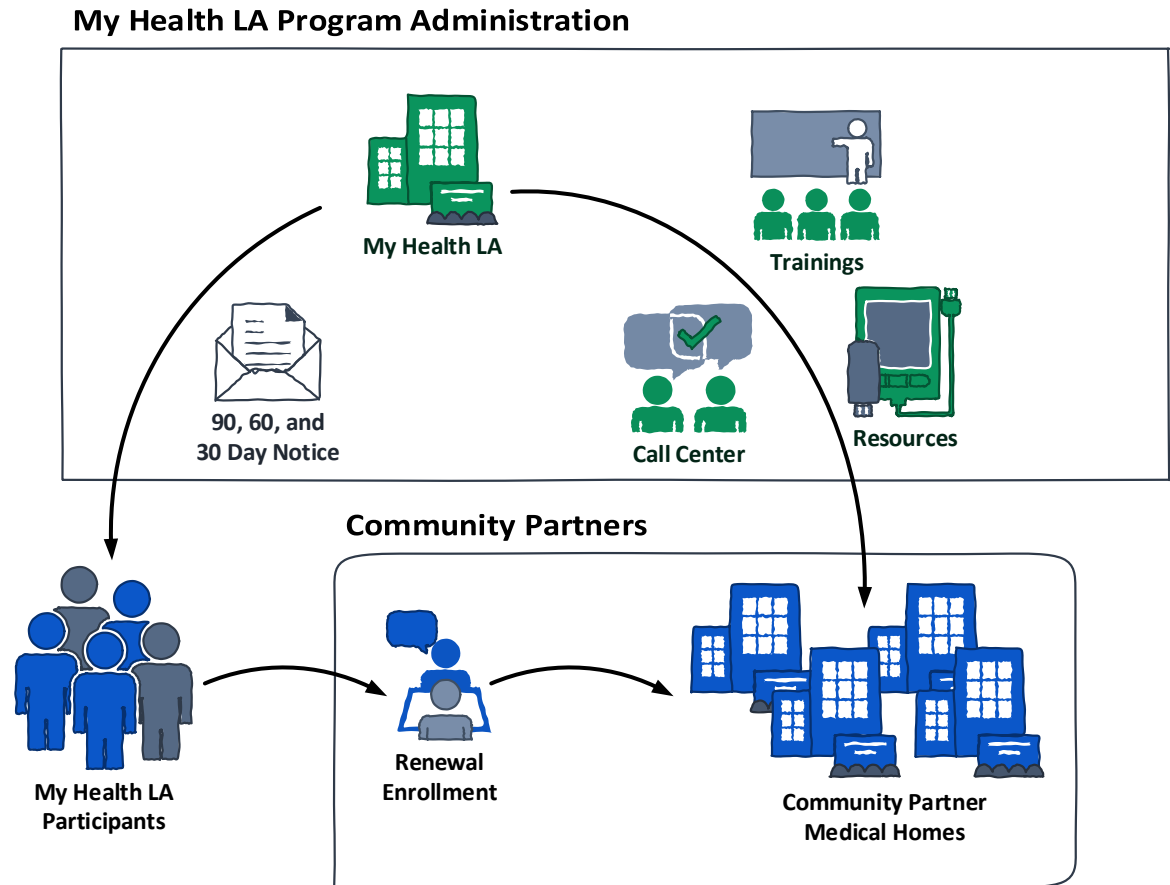
Renewal Process – The Quick Version

All participants must renew eligibility before the end of their 12 month eligibility period.

One-e-App is used to renew MHLA participants. The overall process is similar to the initial enrollment process.

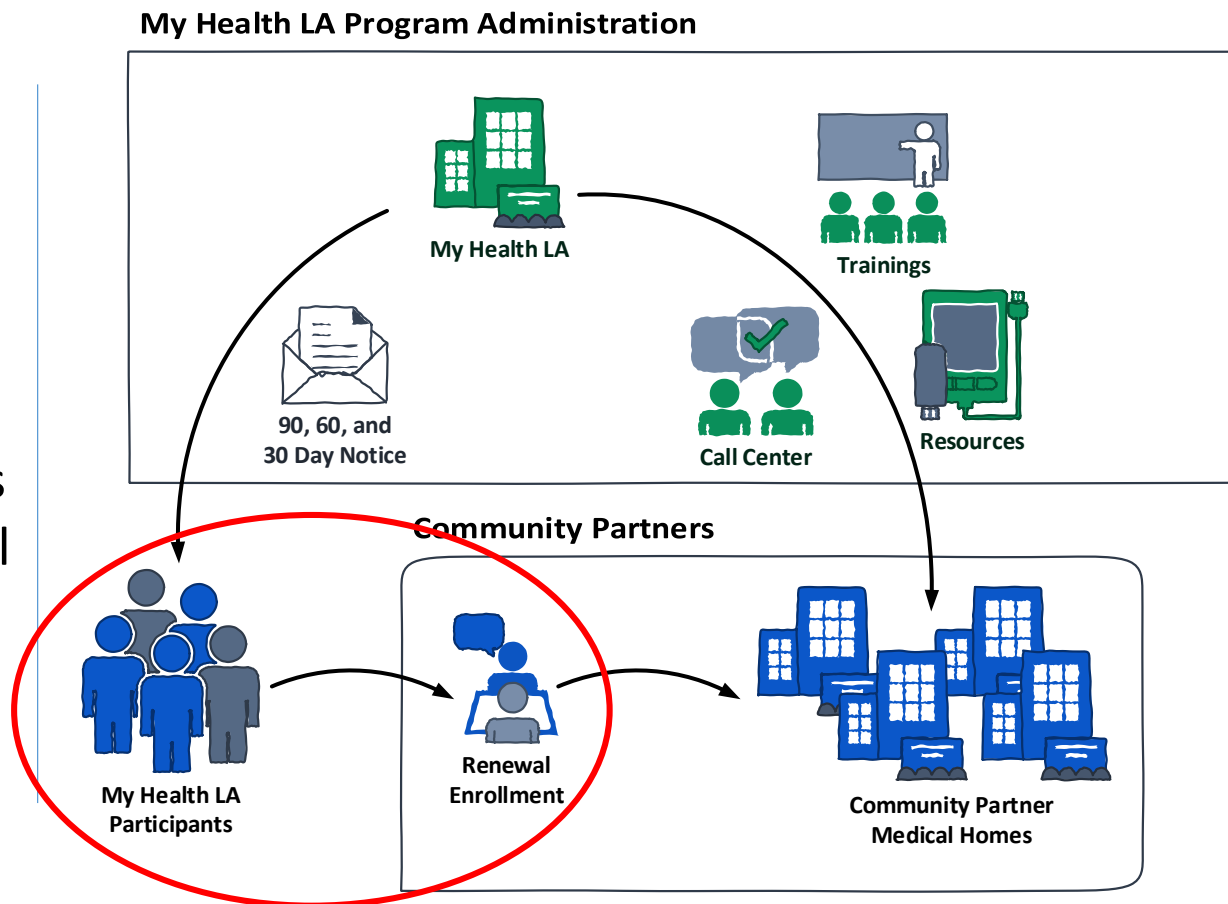
Participants can renew as early as 90 days prior to the end of their 12 month eligibility period.

Community Partners are encouraged to complement the MHLA Program renewal reminder notices.



Renewal Process – Today's Focus

Today's webinar is focused on best practices Community Partners can adopt to get MHLA Participants to complete a renewal enrollment



Renewal Best Practices to Share Today

- 1** Increasing awareness of MHLA and renewals at patient “touch-points”
- 2** Effective strategy and approach to reminder calls (e.g.. customer service, using the right messages, using well trained staff, etc.)
- 3** Generating, sorting and effectively using the OEA renewal report

Linda Lopez, *Sr. Community Health Program Representative*
Venice Family Clinic

Carina Guzman, *Clinic Manager*
The Vasek Polak Children’s Clinic
Family Health Center

Jonathan Mejia, *Benefits Counselor Supervisor*
St. John’s Well Child Center

Increasing Awareness of MHLA and Renewals at Patient “Touch-points”

Linda Lopez, MPA

Sr. Community Health Program Representative

Venice Family Clinic



Who We Are



Mission: To provide quality primary health care to those in need



Nine Health Centers



Serve > 20,000 Patients Annually

- 60% have access to health insurance
- 75% live below the Federal Poverty Level
- Over 3,100 enrolled MHLA members

Clinical MHLA Renewal Educational Campaign

Overview: A clinic-wide education effort to inform participants of MHLA renewals.

Benefits of Campaign

- Best method within your organization to disseminate information to staff
- Creating effective talking points for all staff levels
- Creating a message within clinic staff and patients about the importance of renewing MHLA
- Staff uses the talking points to remind patients of the importance to renew their MHLA.

Talking Points Tactics



- 1** Provide talking points that are simple and focused for all staff to use

Get buy in from staff and one cohesive message across all sites



- 2** Create a “postcard” for staff to hand off to patients who have complex MHLA questions

Allows staff who are not experts to refer patients to MHLA enrollers



- 3** Offer MHLA renewal appointments at all levels of patient contact

Staff can schedule a MHLA renewal appointment

Modes of Communication

Knowing how information is disseminated within your organization

Email



Bulletins



In-Person



Supervisor /
Management



Leveraging the Touch Points

At all levels of the clinical flow staff reminds patients of the importance to renew their MHLA benefits

An in-service is given at the site meetings for staff to use “talking points”

- **Call Center** is the first direct contact with the patient where the patient is asked about their MHLA renewal.
- **Front Desk** is the second contact
- **Coordinators** at the point of coordination
- **Providers** at the point of receiving care
- **Lab** at the point of receiving services

At any of the above touch points patients can schedule a MHLA renewal appointment or are referred to the MHLA enroller.

How It Has Helped Our Renewals

Internally staff has **increased their awareness** of the importance for patient's to renew

Patient's are **more likely** to call to request a **MHLA renewal appointment**

Message across all sites is **focused** on the **importance to renew** before they lose coverage

Effective Strategy and Approach to Reminder Calls

Carina Guzman, *Clinic Manager*

The Vasek Polak Children's Clinic Family Health Center



The Children's Clinic
"Serving Children & Their Families"

Who We Are



The Children's Clinic
"Serving Children & Their Families"

Mission: The Children's Clinic, "Serving Children and Their Families" (TCC) is guided by our mission "to provide quality, integrated, innovative health care that will contribute to a healthy community, focusing on those in need and working with patients and the community as partners in their overall well-being."



Eleven (11) Community Health Centers



Serve 40,000 Patients

Over 5,126 Enrolled MHLA members

Effective Strategy and Approach to Reminder Calls

Overview of Best Practice

To evaluate front line staff's success rate on booking renewal and new My Health LA patient appointments through phone calls.

Benefit

Staff's feedback enabled management to have a better understanding on what has proven to be successful when making My Health LA phone calls.

Before and During Renewal Phone Calls



Before the Phone Call

- Know patient renewal anniversary date.
- How many members in the family.
- Most convenient location for the patient to renew their application based on their address



During the phone call

- Discuss the importance of renewing their application.
- Get to know who is at home and if anyone else would be interested in the program.
- Educate the patient on what to bring to their enrollment appointment.
- Offer and book the appointment.

New My Health LA Enrollment Phone calls

We evaluated the tactics used by the staff who had the highest success rate on booking enrollment appointments.

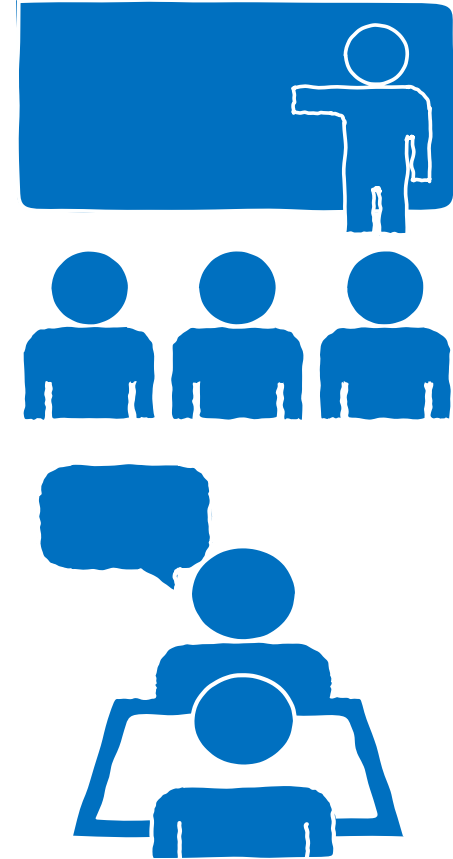
Based on their feedback we developed a new screening tool for uninsured patients to be used at the front desk.

Staff Education and Customer Service

In order to ensure our staff provided the best Customer Service to our patients we are conducting general staff trainings on the Affordable Care Act (ACA).

Clinic Managers and Supervisors received a basic training on the ACA.

Clinic Managers and Supervisors are training front line staff on the newest updates and changes.



How It Has Helped Our Renewals

Working with front line staff and obtaining their feedback on their success enabled us to develop screening tools to **maximize enrollment** at the **front desk** and better screening methods while conducting phone calls in general.

Educating our staff on the ACA has allowed us to **place our patients in the best health program** possible.

Generating, Sorting and Effectively Using the One-e-App Renewal Report

Jonathan Mejia, *Benefits Counselor Supervisor*

St. John's Well Child Health Center



Who We Are



St. John's Well Child and Family Center (SJWCFC) is an independent 501(c)(3) community health center. We serve patients of all ages through a network of Federally Qualified Health Centers and school-based clinics that span the breadth of Central and South Los Angeles and Compton.



Fourteen (14) Federally Qualified Health Centers and School Based Health Centers

Using One-e-App Reports to Support Renewals

Overview

We use reports out of One-e-App to support our monitoring and tracking of renewing members to boost our renewal rate.

Benefits

We are able to break down data to see when to start reaching out to our patients to ensure most of our members return, and what months to go back and recall.

One-e-App Reports Supporting Renewals

1 Medical Home Summary Reports

What: The Medical Home Summary feature is the main data report that your System Administrator will use to access your list of enrolled participants.

How: MHLA provided Community Partners a [One-e-App Tip Sheet](#) on how to read and pull the Medical Home Summary Report.

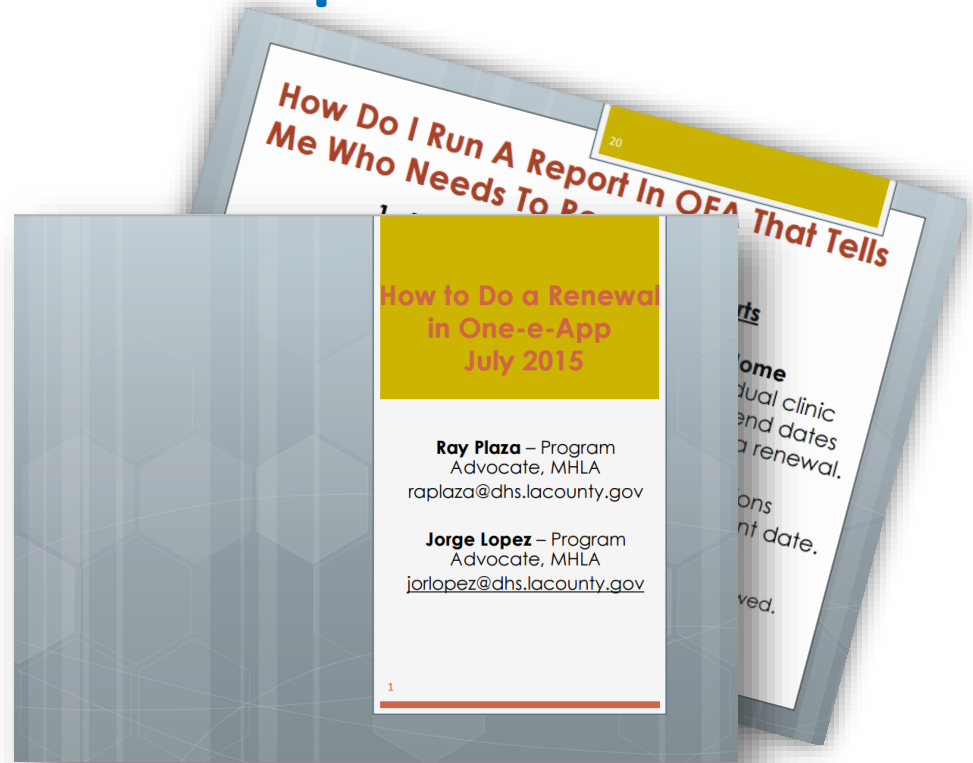
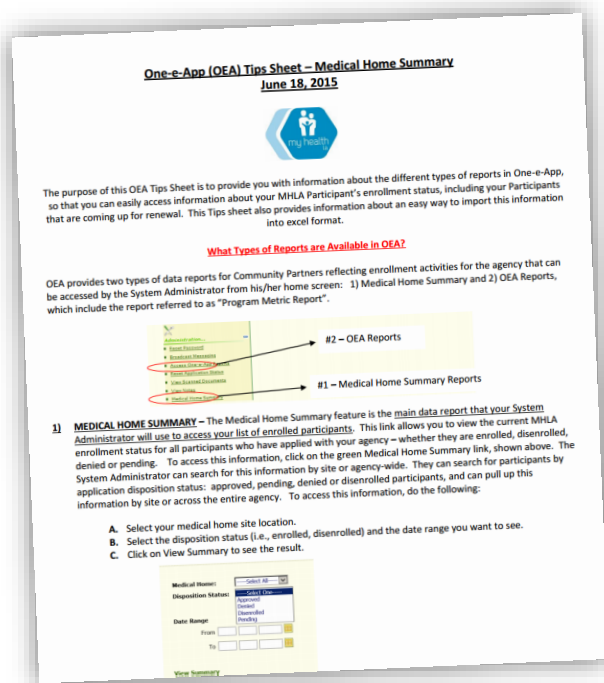
2 “Due for Renewals” Reporting Feature

Note: Resources on how to pull the reports are found online on the MHLA Website, explained at the end of the Webinar.

What: CECs and CEC Supervisors can run this report that will provide enrollment start & end dates that can be used to view who is coming up for a renewal.

How: MHLA provided [Renewals Trainings](#) and provided instructions on how to use the feature.

MHLA Enroller Resources Available on How to Pull OEA Reports



Resources available on how to pull reports are found online on the MHLA Website, explained at the end of the Webinar.

How We Use the Reports to Support Renewals



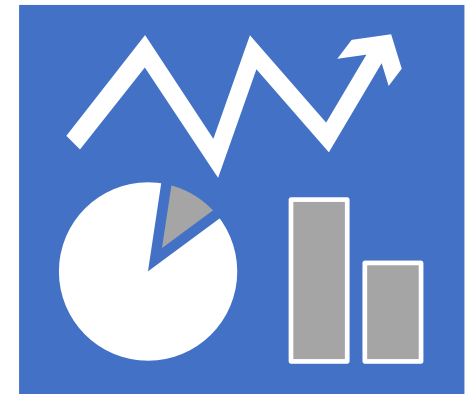
1 Running and sorting reports



2 Monitor activity completed on a week to week basis



3 Utilize the data effectively for renewal outreach



Running & Sorting Reports

Running and sorting reports

- First, it is important to know the total amount of enrollment completed before the renewal period.
- Sort the list of members by insurance start date
- Create a chart that reflects renewals due on a month to month basis, and use this to track renewals completed as weeks progress



Monitor Activity

Monitor activity completed on a week to week basis

- Run reports of enrollment and renewals completed at the end of the week.
- Differentiate the renewals completed by checking the renewal start date
- Refer back to our renewal chart broken down by month and enter the tally



Utilize the Data Effectively for Renewal Outreach

Sort the data pulled from reports by month

- Continue to run reports on a week to week basis of enrollment completed before the renewal period, as renewals that have been completed will not appear in these dates.
- Example: Run report of all enrollment completed during 08/01/2014 to 08/31/2014, OEA will populate list of members still pending to renew.
- Continue to call these patients and invite them to come in to renew.



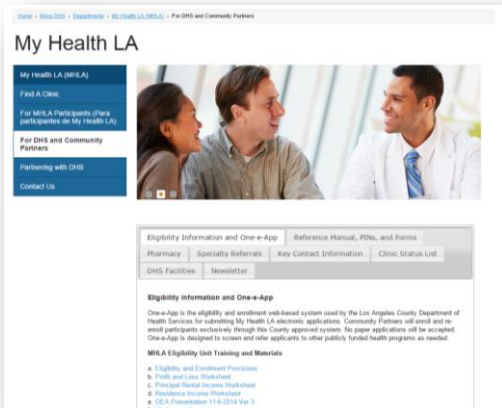
How It Has Helped Our Renewals

This process of renewals has helped our organization **renew 90%** of our August members thus far.

We are able to break down data to see when to start reaching out to our patients **to ensure most of our members return**, and what months to go back and recall.

Our patients appreciate the reminders and **learn to understand** the benefits of renewing on time.

MHLA Enroller Resources



MHLA Website

<http://dhs.lacounty.gov/mhla>

Click on "For DHS and Community Partners."

User: mhlacpp

Password: Lacounty1

Subject Matter Experts (SMEs)



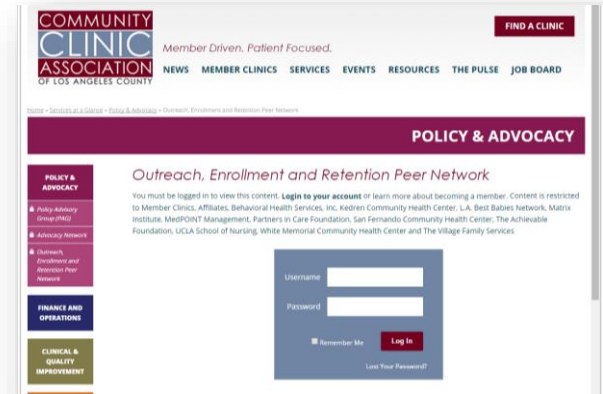
Serve as Subject Matter Experts on all eligibility related issues for CP clinics. Guide enrollers through the enrollment process in real time.

SME Line: 626-299-4388

Program Advocates



Serve as the point of contact for community partner clinic sites and DHS clinics and hospitals on all aspects of the operational, technical, contractual and programmatic aspects of MHLA (excluding patient eligibility). Can be reached individually through One-e-App Leads.



CCALAC and the Community Partner Community

www.ccalac.org

Renewal Season is Upon Us



Message from CCALAC

Congratulations on enrolling over 120,000 people into MHLA! And thank you for all your patience and hard work to learn a new program and a new enrollment system and deal with all the bumps and hiccups that go along with launching a new program! Keeping people enrolled in MHLA is important for your patients as well as for your clinics. CCALAC encourages CPs to participate in our new Outreach, Enrollment and Retention Peer Network, a forum for enrollment leads to engage with peers and with CCALAC staff on all things enrollment- and renewals-related.

Renewal Season is Upon Us

Message from MHLA



We appreciate all of your genuine efforts to get your MHLA participants renewed.

Let's continue to build on this momentum. Please use the resources we have developed for you and your clinic.

We are continuing to work with enrollers to ensure our materials are useful to your enrollment and renewal needs.

QUESTION & ANSWER SESSION

- 1** Increasing awareness of MHLA and renewals at patient “touch-points”
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Thank You for Joining Us

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