

HRSA-15-126: Supplemental Outreach and Enrollment Funding for Health Centers
Moderator: Andrea Bainbridge
September 29, 2014
3:00 pm ET

Coordinator: Thank you for standing by. At this time all participants on a listen-only mode. During the Q&A session if you'd like to ask a question, you may press Star 1 on your phone.

Today's conference is being recorded. If you have any objections please disconnect at this time.

And now I'd like to turn the meeting over to Ms. Jennifer Joseph. You may begin.

Jennifer Joseph: Hi. Good afternoon and good morning to everyone out west. We're pleased - or I guess its afternoon in most places by now. I'm pleased to be with you this afternoon.

I have other folks in the room with me who will describe in more detail what we're here for today.

But before we get into those details, I wanted to first just say that we're very pleased in the Bureau of Primary Health Care to have this opportunity to support additional health centers in the outreach and enrollment assistance

supplemental funding that others had the opportunity to apply for in fiscal year 2013.

I'm hopeful that if you're on the phone, you have information provided through the email that was sent to you eligible health centers and have connected with the funding opportunity announcement and other resources on our TA Web site.

We know that some of you may have been engaged in outreach and enrollment assistance activities without supplemental funding.

And so you're coming to this experienced with some really good ideas about what you're getting into with additional resources and how that might play out with this supplemental funding.

Others of you may be completely new to this activity. And so we are committed to doing our best to getting everyone where they need to be both with respect to our expectations and completing the application and then once organizations are ultimately provided with supplemental funding on how to get up and running and engaged and doing these activities as quickly as possible.

So I'm sure you all are very well aware that health centers have played a very significant role in enhancing enrollment activities across the country through both Medicaid, and CHIP and through the marketplaces.

And we appreciate all of you who are interested in applying to come to the table with us and become part of this enrollment activity on behalf of the Bureau of Primary Health Care.

So with that I am going to turn it over to Andrea Bainbridge who will talk you through some of the additional details specific to this fiscal year 2015 supplemental funding opportunity for outreach and enrollment assistance. Andrea?

Andrea Bainbridge: Great. Thank you Jen and hi everyone. I'm happy to be speaking with you today. A few housekeeping items before we dive into the details.

I do want to mention that we have some slides for you to follow along with us today. And those are on our technical assistance Web site for this fiscal year 2015 supplemental funding opportunity.

So I - for those of you who don't have that link handy I'm going to say what that link is in case you'd like to have these slides to follow along with.

So that Web site is <http://bphc.hrsa.gov/outreachandenrollment/fy15supplement/> all one word /fy15supplement/.

I'll repeat that again in a minute but I just wanted to let you know those slides are there. And that is also the same Web site where today's presentation will be recorded and posted. So that will be available in the next day or two, so just for your awareness.

And of course I'm assuming that those of you here were in receipt of the email that we sent last Wednesday on September 24 which included links to the - that Web site along with the funding opportunity announcement and some other technical assistance resources for this application.

So again just one more time so folks can access the slides. It's <http://bphc.hrsa.gov/outreachandenrollment/fy15supplement/>.

Great. So we will move now to Slide 2 of the presentation. And today's agenda is outlined here on Slide 2 walk through the different components.

And just for your sense of timing I will likely speak for the next 20, to 30 minutes. And then we will open this up for questions and answers.

And of course as always for any questions that you either don't ask today or we don't get to today we'll really hope that you keep in touch with us through our mailbox at bphc-oe@hrsa.gov so that we can assist you with your O&E related questions and questions related to this application.

Great. So let's move to the next set of slides, Slide 3 and four. A little bit of an overview the purpose here.

This funding is to support health centers that did not receive the O&E supplemental funding in fiscal year 2013 to expand their - to expand your current outreach and enrollment assistance activities.

And as Jen mentioned this is really an opportunity to leverage health center's role as trusted providers in their community to complement other federal and state outreach and enrollment activities that are happening across the country.

And really this is this O&E supplemental funding is to facilitate the enrollment of eligible health center patients and service area residents into affordable health insurance coverage that's available through the health insurance marketplaces, Medicaid and CHIP.

And as you will have seen in the funding opportunity announcement HRSA is planning to award approximately \$8 million through formula based supplemental awards.

Great. So let's move on to Slides 5 and six. These both outline what's included in the FOA as well as far as what the requirements of this funding opportunity are.

A quick overview as I'm not going to read everything that's on the slide but essentially the requirements ask you to add a minimum of one FTE to your health center's current O&E assistance capacity ensuring that all of your O&E staff both the new and the current should you have any current comply with and successfully complete all required and applicable federal and/or state consumer assistance training.

Now I know that's a mouthful and we have additional resources to help those of you who may not be as familiar with what the requirements are.

One thing I will mention here is that we do strongly encourage applicants that have not done so already to begin the process of satisfying your organization and assister level requirements for the Certified Application Counselor or otherwise known as CAC or the state equivalent in your state.

We have a lot of other resources to help you orient to this. And more information is definitely available from your primary care association, your marketplace, and our set of FAQs that are available at <http://bphc.hrsa.gov/outreachandenrollment>.

We have a lot of resources there that have been utilized by the health centers who have been engaged in O&E since they got their funding in FY '13.

I'll talk a little bit more about the additional resources that are available on that Web site but certainly related to the training that's where we have a lot of resources for you.

So back to the requirements. Additionally, We're asking you to do in reach with your uninsured patients and outreach to the uninsured in your approved service area.

And then also really a huge emphasis on collaboration and coordination with others that are also engaged in outreach and enrollment efforts in your state and locally. And that includes other health centers that are in your service area as well as the primary care associations.

The primary care associations have been a really valuable resource to health centers working on O&E.

And HRSA last year in FY '13 also provided funding to the PCAs to support health centers in doing this work.

So they're definitely a great resource especially when you're navigating the training and certification requirements in your state as that varies from state to state.

Okay. Let's move now to Slide 7 and eight where we talk a little bit about the funding methodology. As I mentioned HRSA is planning to award approximately \$8 million through these formula based supplemental awards.

These will be incorporated into ongoing base funding for your health center with the expectation that health centers will continue to conduct O&E

activities moving forward in future years. However as with all health center program funding future support is contingent upon a few factors.

So if we look at Slide 8 this talks a little bit about the eligibility which I won't read to you but it's definitely there as well as in the funding opportunity announcement. Should you have any questions please do ask that of us either on this call or after this call by email.

Okay. Moving on to Slides 9 and 10, we have broken down here as well as in the funding opportunity the announcement some of those allowable and required use of funds.

Really the details are in the funding opportunity announcement as well as here. So I'd encourage you to look at this and let us know what questions you have. I will emphasize that funds are not to supplant any other resources intended for O&E activities.

So let's move on to Slide 11 and 12 now. When we look at the application and what's due for this particular funding opportunity as we mentioned at the beginning of this call this is really something that is for those eligible grantees.

And you should have received an email detailing how to access the application in the electronic handbook last week on Wednesday, September 24.

And those email notifications were sent to your health centers authorizing office, the business office and the project director.

And within that email we've really broken it down for you as far as what the different components of the application are.

So there's the standard forms, the project narrative and projections, a work plan budget and budget narrative justification.

Also as I said at the beginning on our technical assistance Web site for this funding opportunity there is also an O&E application user guide.

That's really helpful. And I would encourage you to look to that resource as well as you complete your applications.

I'm sure you're seeing here as well as in the email that you received that there is a rather short turnaround time on the application due date being next Monday, October 6 at 5:00 PM Eastern Time.

As Jen was mentioning we're getting ready for this next open enrollment period that is scheduled to begin November 15. So we're really trying to help you get this funding and all the resources and things you need in place in time for that.

And I will mention as it's highlighted in the funding opportunity announcement that pre-award costs up to 90 days are allowable.

So I just wanted to mention a few things about that turnaround time. And please let us know what questions you have.

The next few slides go through some of the requirements of the project narrative and the other application components.

Really for the project narrative we're looking for a brief description. You'll see in the fields that you are not - you're not given a ton of space but, you know, we would like this to be brief and to the point.

It's a maximum of 1500 characters to let us know these components really the how the health center will coordinate O&E efforts along with how the health center will use this funding to meet the O&E needs in your approved service area.

All right as far as projections are concerned this is really about your plan for moving forward with this O&E funding.

We encourage you as applicants to provide realistic projections based on your current experience with outreach and enrollment activities and knowledge of your patient population and service area.

I'll also add that another resource to you in terms of having as educated of a projection as you're able is a number of health centers in your service area may have been engaged in this work the last go around as well as the primary care associations being a resource for you as you develop those projections.

All right looking to the next slide, we're at Slide 15. This outlines for you the work plan component. And as I mentioned on our supplemental funding technical assistance Web site the site that I referenced at the beginning of this presentation we do have an optional work plan template available there for you to utilize.

So do have a look at that. Let us know what questions you have. As you'll see here in this list of items activities for the work plan may include that recruiting and hiring of new O&E assistance workers assisters.

And as you see there those are expected to be in place within 30 days of this award. So really that's to reflect that we're up and running and you all have what you need as open enrollment begins on November 15. Again pre-award costs up to 90 days are allowable.

Great. So the next two slides, Slides 16 and 17 talk a little bit more one about the budget narrative justification and the following about the submission in the electronic handbook.

We've gone over the date and time. It's really a quick turnaround so we are ready. Our team here is ready to help you with whatever questions you have. So hopefully we'll be able to do that today on this call as well as through our O&E inbox.

Great, let's move to Slide 18. A few more notes about this particular O&E supplemental funding for fiscal year 2015.

When we're - when HRSA here looks at your applications that we'll be receiving next week we plan to do those reviews looking for eligibility, completeness and allowable costs.

Additionally we anticipate awarding this supplemental funding in late October. And then additionally you'll see here's some of the other requirements. There will be quarterly progress reporting moving forward.

We actually I wanted to highlight for you here we - we'll be having a call with all of the health centers engaged in outreach and enrollment activities on Wednesday, October 8.

We do plan to talk a little bit about the quarterly progress reporting as well as highlighting resources that we have on our Web site about the reporting requirements.

For details about that call definitely be sure that you are signed up to receive the Primary Healthcare Digest that comes out on a weekly basis. And you can sign up for that on our main BPHC Web site.

If you go to that Web site bphc.hrsa.gov and you scroll down to the page in the lower right-hand corner you'll see where you can kind of insert your email address so you can get yourself signed up for that.

And that's really an important resource. And that's where we'll be highlighting any future health center calls.

Okay. Last few slides I have here Slide 19. If you could go there with me. This is kind of the resources and contacts that will be available to you moving forward.

Hi there. Can folks still hear me? Operator (Ted), are you there?

All right. Well I think we're waiting for the operator but if folks can still hear me I'd like to just close with the contact information that we have for technical assistance for the funding opportunity, the O&E technical assistance moving forward, program and budget issues and EHB questions.

You'll see this chart outlines who is available for that assistance. And I want to highlight for you that our email address is in that third box that bphc-oe@hrsa.gov.

If you have any questions related to outreach and enrollment please, please email us there. I know that your project officers help you with a multitude of items but really related to the outreach and enrollment we have a team dedicated within our office that are here to assist with those questions.

So with that I'd like to open it up for questions and answers. And I'd like to ask for the operator (Ted) could you open the lines, please?

Coordinator: Yes. The phone lines are now open for questions. If you'd like to ask a question please press Star 1 and record your name. If you'd like to withdraw your question press Star 2. Thank you.

Andrea Bainbridge: Operator?

Coordinator: Yes. There are some questions coming in. Again...

Andrea Bainbridge: Okay.

Coordinator: ...if you would like to ask a question please press Star 1. One moment for the first...

Andrea Bainbridge: Great, while we wait for the questions to queue up I just wanted to apologize for what seemed to be a technical difficulty towards the end. But hopefully everyone is still on the line with us.

Coordinator: The first question in the queue is from Ellen. Your line is now open.

(Ellen): Hello. I am looking at the electronic application submission information that was emailed on the 24th of September specifically Page 2 notes about completing the standard application form.

So I'm in the EHB. And maybe it's just because it's specific to our award as a CAC the guidelines in the email suggest entering into the budget summary \$44,250 for CAC amount, and 14,750 for MHC amount and then HCH and PHCP are both zero.

In the EHB the only area for us to populate in addition to community health center is healthcare for the homeless?

And I suspect that has to do with our award but I wanted to confirm that. And then I have a second question about training opportunities.

Andrea Bainbridge: Okay. Great. Let's take your first question (Ellen). And then we can move to your training question. That might be helpful for you to email us that specific question so we can follow up with you directly.

So if you wouldn't...

(Ellen): Sure.

Andrea Bainbridge: ...mind emailing us either right after this call or now at that email address we have. It's bphc-oe@hrsa.gov. And we'd be happy to help you with that.

(Ellen): Okay.

Andrea Bainbridge: And your training related question?

(Ellen): Oh well partly it's because I'm new to this process I suspect but also where there is reference to - and my lack of current understanding of the relationship between the state health exchanges and the training that they've been

providing on the ground, the organization level requirements that you referenced to get a head start on those...

Andrea Bainbridge: Yes.

(Ellen): ...and our, you know, primary care association might be able to help me with that...

Andrea Bainbridge: Definitely.

(Ellen): ...but we're in Colorado and curious about how to - where to learn about training...

Andrea Bainbridge: Sure, sure definitely. Your PCA is going to be your best next step to talk with them because they've been assisting all the health centers in Colorado kind of navigating those training requirements.

(Ellen): Okay.

Andrea Bainbridge: So if you'd like when you email me to if you need any help finding them I'm definitely happy to help...

(Ellen): I have contacts. I'm just...

Andrea Bainbridge: Okay.

(Ellen): ...new on the job. So I'll follow up with that with...

Andrea Bainbridge: Okay. Great.

(Ellen): Thank you.

Andrea Bainbridge: Yes. Thank you, (Ellen).

Coordinator: Next question is from (Lisa). Your line is now open.

(Lisa): Hi. I have two questions also. The first one is I am wondering how this funding would interact with or affect the subcontracts for outreach and enrollment with say locally contracted entities if a health center has a subcontract for outreach and enrollment how would this funding work together with that or would it?

And the second question is just looking back to Slide 14 marketplace, Medicaid, and CHIP are we looking for any and all categories and types of Medicaid or are you looking for specific types of coverage?

Andrea Bainbridge: All types of coverage that are available in your state through Medicaid. And then regarding your first question about the subcontract not knowing the entire situation I will say that this funding is intended to build upon whatever resources you already currently have to do this work. So it's really building upon current efforts and not supplanting other resources.

(Lisa): And so it would not prohibit participation in this funding or receiving this funding?

Andrea Bainbridge: No. Based on what I'm hearing from you. But if you have more details certainly email us with that. And I'll look around the room to see if anyone wants to add anything?

Jennifer Joseph: Sure. This is Jen. I just add that the intent is that this funding add to your current capacity and that the capacity of the health center to do this work can be manifested through a contract.

So it would be an option potentially in your case to add to what you're already doing with these resources and/or to otherwise add capacity to the health center. Yes.

(Lisa): Great. Thank you.

Andrea Bainbridge: Thanks Lisa.

Coordinator: The next question is from (Kelly). Your line is now open.

(Kelly): Hi. My question - well first let me say we're newly funded FQHCs. Our award was November. We did not have the funds last year obviously but we did have some funding through another source that has now ended.

We had one CAC at that time. We have a second person that's kind of - we have a person who's kind of taking over that role with the original person kind of falling to the background doing something differently.

Would we have to hire someone new or could we take the person who is kind of doing - move them to a different role and move her back into a CAC to allow us to have and use her as the added person? Her salary is not funded in any of the other HRSA grants at this time.

Andrea Bainbridge: So that purpose of the funds is to add at least a minimum of one FTE to your current health center capacity whether that's through a paid employee or

through a contract or some combination thereof of adding hours, new hours new staff.

So as long as you're demonstrating that that's what you're doing and that the other, you know, resources or the gap that's being left by the other person is addressed otherwise than that would meet the requirements for the supplemental funding.

(Kelly): Okay. So it's definitely in addition of an FTE to the health center...

Andrea Bainbridge: It is.

(Kelly): ...regardless? Okay all right that answers my question.

Jennifer Joseph: Thanks.

Coordinator: The next question is from (Gary). Your line is now open.

(Gary): We currently have CACs on staff. Will they need to become federal navigators as part of this grant or is a CAC sufficient?

Andrea Bainbridge: Hi Gary. Could you just help me? What state are you located in?

(Gary): Indiana.

Andrea Bainbridge: Indiana okay. It might also be helpful for you to connect with the Primary Care Association. But definitely we're asking for all of the O&E assisters in the health center to comply with all of the federal and state requirements.

(Gary): Okay. All right. Thank you.

Andrea Bainbridge: Thanks Gary, and anything to add?

Jennifer Joseph: Well so just because you said the word navigator I just want to make sure that we're clear that the minimum requirement that we're looking for is a certified application counselor or equivalent.

And that to the extent health centers are able, motivated, have the capacity to train people at a higher level and certainly the federally facilitated marketplace training does allow CACs to take the full navigator training that we're supportive of that as well.

But that HRSA's minimum expectation is the CAC training that is provided by CMS for those on the federally facilitated marketplaces or whatever that equivalent is in your state based marketplace.

Andrea Bainbridge: Okay. Thanks.

Coordinator: The next question...

Andrea Bainbridge: Okay.

Coordinator: The next question is from (Rosette). Your line is now open.

(Rosette): Hi. My name is (Rosette). And I am calling from Massachusetts. And question around the FTE. How many number of enrollments per one FTE?

Andrea Bainbridge: So what we're asking for is a general projection of the number of FTEs that you plan to add with these resources and then what you expect to accomplish...

(Rosette): Okay.

Andrea Bainbridge: ...with those FTEs and with any other assisters that happen to be on staff or contracted by your organization.

So we're really looking at the total health center contribution to our outreach and enrollment assistance.

So for other folks on the phone and I'm realizing as we answer the questions that, that might not have been entirely clear. So it's not really the connection between the dollars and what you expect to accomplish.

The connection between the dollars in the hiring or that added FTE is what we're looking for. And then for those other projections it's really what do you expect the whole health center to be able to do with these resources and whatever other resources you have available?

And so there isn't a particular ratio that we're looking. We're really relying on you because you know best the needs in your community.

But I encourage you to also talk with your PCA, other health centers in the area to get a sense of what they've been able to do with whatever capacity they have.

And those who have been doing this since, you know, October of last year and even before open enrollment of - for the FY 2014 season have been reported to his quarterly and probably have a general idea of, you know, at least white their numbers were. And it might help you to kind of narrow your projection down.

(Rosette): Okay. Okay and does that include reenrollments?

Andrea Bainbridge: So in terms of the projections I think...

(Rosette): Yes.

Andrea Bainbridge: ...it - to the extent you -- and this is what - and these are somewhat distinctions without a difference for the projections because...

(Rosette): Yes.

Andrea Bainbridge: ...we're really looking at a forecast of what you expect to accomplish.

And then we're going to look at your quarterly progress report, you know, moving forward. And we're not going to necessarily line them up and hold you accountable.

We're just trying to get a sense of what your plans are and what you think you can accomplish and then we'll look over time at the quarterly progress reports.

(Rosette): Okay.

Andrea Bainbridge: So I'm going to answer your question with respect to what we're looking for in those quarterly progress reports which are if somebody - if an assister is helping somebody who has gotten an auto enrollment notice, and has decided to explore their options and has decided through that process to change plans.

And by virtue of engaging with the assister it's actually submitting an application than that is something we would count as an assist. And it's something...

(Rosette): Okay.

Andrea Bainbridge: ...we would count as an application submitted.

(Rosette): Okay. Great thank you.

Andrea Bainbridge: Sure.

Jennifer Joseph: Thank you. And while we wait for the next question to come in I just wanted to add to (Gary)'s question I think you were cut off the line before we knew if you had any follow-up questions.

Definitely email us if you have any other questions related to the training in Indiana or need help linking up with your primary care associations.

Coordinator: I'm showing no further questions in the queue.

Jennifer Joseph: Great. Well again I really want to thank everyone for joining us today and please, please contact us with questions.

I know I spoke a lot today. So if you're digesting this information and find you have other questions please email us at bphc-oe@hrsa.gov. And we expect to have this presentation posted online within the next one to two days.

So thank you everyone. We look forward to working with you and are excited to see what you have coming our way next week. Take care everyone. Bye-bye.

This concludes today's conference. Thank you for your participation. And you may disconnect at this time.

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