

Outreach and Enrollment Health Center Profiles

Manet Community Health Center

Suburban Boston, MA

La Clinica de La Raza

Urban Oakland, CA

Community Health of East Tennessee

Rural Campbell County, TN

Manet Community Health Center

OUTREACH ACTIVITIES

- Community Health Navigators team members are “portable” and use technology to extend their reach
- Outreach and Enrollment activities happen 6 days per week
- Presence at various popular and accessible venues
- One on one counseling
- Large and small group education and seminars
- Community-wide awareness raising

PARTNERSHIPS

- Municipalities: Mayor's Offices, Planning Depts., Boards of Health, School Depts., Community Wellness Associations, Libraries
- Merchants/Commerce: Chambers of Commerce; Small and Mid-Size Business, Ethnic Markets, Malls, Eateries, and Marketplaces, Farmer Market Associations, Workforce Investment Boards, Career Centers
- Health and Social Services: Food Pantries, Neighborhood and Community Centers, YMCAs, Community Hospitals, WIC Offices, Community Action Programs(CAPS), Substance Abuse and Community Mental Health Clinics, Homeless Shelters, Recovery Homes, Mobile Testing Vans, Domestic Violence agencies, Public Housing Authorities, Public and Private Transit, Correctional Centers, Houses of Worship

LESSONS LEARNED

- *Provide O/E services that are multilingual and multicultural*
- *Utilize ethnic and local media and unique and innovative promotional opportunities*
- *IDENTIFY and "be" in places that your clients and patients naturally and comfortably*
- *Partner with agencies, groups, organizations, and merchants that serve the individuals and families you seek to reach*
- *Utilize technology for a portable model; stay current in skills*
- *Maintain a presence; continuity and routine are key*
- *Hire from the communities served and develop a team*

SERVICE AREA

- Suburban Boston
- 98% of Patients ≤ 200% Poverty
- 2012 Manet uninsured rate = 13.29%
- 2012 National CHC uninsured rate = 36%

MANET CONTACT INFORMATION

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La Clinica de La Raza

OUTREACH ACTIVITIES

- Executive Committee provides high-level, agency wide direction
- Agency wide O/E work plan to drive organizational efforts includes outreach and in reach strategies, trainings, tracking tools, and community calendar of events
- Align O/E efforts with HRSA and Covered California requirements
- Strengthen relationships with PCA an consortia
- Leverage best practices from prior O/E experience
- Plan for future state challenges, anticipate patient needs, and have contingency plan
- Launch communication plan to focus on health care reform changes for all staff

PARTNERSHIPS

- State Association
- Local Consortia
- County
- Managed Care Plans
- Community (e.g., faith-based, housing agencies, schools, WIC)

LESSONS LEARNED

- *Plan-Plan-Plan*
- *“Kick-Off” Meeting*
- *Communication Plan*
- *Technology – (e.g., Google docs)*
- *Training – map touch points & workflows*
- *Staffing - Build model*
- *Expectations - clear roles & responsibility*
- *Engage IT early*
- *Change Management*
- *Work with State Associations*
- *Work with Consortia*
- *Engage internal & external key stakeholders early in process*
- *Engage community partners before MOU*

SERVICE AREA

- Service Areas:
 - Alameda County
 - Contra Costa County
 - Solano County
- Target populations:
 - Uninsured
 - Below 133% FPL - 400% FPL

LA CLINICA DE LA RAZA CONTACT INFORMATION

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Community Health of East Tennessee (CHET)

OUTREACH ACTIVITIES

- Health fairs
- Festivals
- Scheduled appearances at libraries
- Newspaper ads
- Green screen on the local cable channel
- In reach to existing patients via providers and printed material

PARTNERSHIPS

- Local Clubs, i.e., The Rotary Club
- Charitable Contributors to CHET, Inc.
- Other Entities at CHET: Developmental Center, Domestic Violence Shelter, Black Lung Clinic
- Other Healthcare Facilities

LESSONS LEARNED

- *Never make any assumptions regarding family status, education, or other factors*
- *Always have your contact information on a business card and bring a pamphlet*

SERVICE AREA

- During 2012, CHET, Inc., saw:
 - 5,237 unduplicated patients (44% male, 56% female) with a total of 18,217 patient visits
 - 18% of patients are under the age of 20
 - 29% of patients are uninsured
- For Campbell County:
 - 28.8% of families live in poverty*
 - 39% of children under 18 live in poverty*

CHET CONTACT INFORMATION

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*U.S. Census Data for 2011