

October 9, 2015

## Health Outreach Staff Report July - September, 2015

### Outreach Update

- ✓ **Presentations:** Boyle County Public Library with Centro Latino of Danville
- ✓ **Events:** Feed the Children event at the Hope Center (Fayette), Danville Food Bank (Boyle), Information Fair at the Federal Medical Center (Fayette), Latino Festival Health Fair (Fayette)
- ✓ Trained new staff and interns on healthcare intake and referral protocols
- ✓ Continuing established Village Branch Library enrollment clinic

### Enrollment

- Assisted several families with Exceptional Special Enrollment Periods, helped individuals enroll in Medicaid, and helped link immigrant families to low-cost healthcare and financial assistance.

### Influencing Policy and Implementation

- ❖ Provided a kynector perspective regarding **Medicaid Disenrollments due to “Bad Address”** at Get Covered Kentucky meeting, Kentucky Health Benefit Exchange Education and Outreach Subcommittee meeting, and in emailed comments to Exchange staff.

### Story Bank Sample

*We are continuing our partnership with Kentucky Voices for Health, recording and sharing stories of successful and unsuccessful enrollments and disparities.*

A young couple in Wilmore could not afford to ensure the wife under the husband’s employer-sponsored coverage. They found out they were all Medicaid eligible—just three months before she gave birth. Besides using their coverage for pre-natal care, delivery, and follow-up for the mother and newborn, they have been able to access dental care and urgent care.

### Forecasts

- **Open Enrollment 3!** Continue to enroll families in Medicaid on Kynect, but now with the flexibility to also assist families enroll in Qualified Health Plans with payment assistance, and to enroll individuals in Medicaid or QHPs.
- Continue to record and share stories about how Kynect and expanded Medicaid are serving Kentuckians. We will be sharing these stories with Kentucky Voices for Health, as well as directly with our social media, and newfound outlet through **Lexington Community Radio** WLXL 95.7 LPFM.
- Host a **monthly program** on Lexington Community Radio about healthcare and health insurance literacy.
- During the fourth quarter, outreach will focus on the Spanish-speaking and immigrant communities locally and in **southeast Kentucky** through Migrant Education Programs and local churches.