

Outreach and Enrollment strategies in Baltimore City

Baltimore HealthCare Access, Inc.

Kathleen Westcoat

BHCA

- 501 c (3) non-profit organization, in 14th year of operation
- Largely state/federally funded
- 180 employees/ \$12 M budget

Core Functions

- Eligibility Determination: (MCHP, Medical Assistance for Families, PAC)
 - 10 day processing time for pregnant women and children
 - Process and enroll 35,000 women/children per year
- Outreach Teams
 - Pregnant women and children
 - Immigrant Services
 - Homeless
 - Drug treatment

Enrollment strategies

- Alliances with OB providers in Baltimore City/Department of Health
 - Prenatal Risk Assessments: 5000 referrals per year from OB providers
 - DHMH 1184 Forms: 1200 year
 - Walk in Clients: 1700 year

Outreach in the Community

- Drug treatment sites
- Homeless shelters
- Federally Qualified Health Centers
- Immigrant agencies
- Community Based Organizations
- Health Fairs

Medicaid Expansion

- In 2008, Medicaid was expanded from 30% of FPL to 116% FPL (for families)
- Local Foundations funded \$250,000 Campaign
 - Inception of Health Insurance Hotline
- HealthCare Ads with Baltimore Ravens
 - \$150,000 Marketing Campaign
 - Billboards
 - Radio Ads: urban and gospel stations
 - Bus/Bus Shelter Ads

Health Insurance Hotline

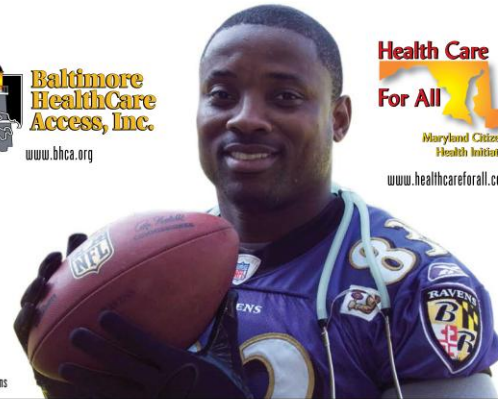
- 311 Hotline: Sept 2008 (Foundation funded)
- 2 staff, 2500 calls per year
- Screen clients for public insurance programs, 40% enroll
 - Complete applications over phone
 - Refer clients to FQHC's, Kaiser Bridge, hospital charity care programs

Ravens Ad

got health care?

Call **311** for
Governor O'Malley's new
Medical Assistance for Families program

Outside of Baltimore City call
BHCA at 410-649-0500.



Dan Wilcox
Tight End
Baltimore Ravens

Other marketing tactics

- Scrolling Advertisement Trucks
- Text messaging