

Enhanced Enrollment

Text4baby

CMS Webinar

December 9, 2010

Health Improvement Partnership of
Santa Cruz County



Health Improvement Partnership of Santa Cruz County

- Nonprofit coalition of 24 health care provider organizations (hospitals, County Health, private physician groups, Medi-Cal managed care plan) + 2 local philanthropies
- Finding common ground in order to increase access and build a stronger local delivery system

Diana and Lilia



Outreach, Enrollment Retention & Utilization (OERU) Goals

- **Create a county-wide OERU system**
 - Maximize O, E, R & U
 - Effectively deploy teams of CAAs managed by a “dispatcher”
 - Data, evaluation, best practice sharing, and training for continuous improvement
 - Enhanced Enrollment



Baby Gateway

Enrolling newborns in Medi-Cal: CAA meets with **ALL** moms the afternoon before discharge and:

- Helps mom enroll eligible infants in Medi-Cal and select a Medi-Cal PCP (“open” docs only). Also contacts mom to renew at first birthday
- Provides the First 5 “Kit for New Parents” with info on child development, nutrition, safety, insurance, etc.
- Orients mom to “What to Do When Your Child Gets Sick”
- Offers Text4baby and helps mom enroll (added 9/10)

Text4baby

One step in the enrollment process



- CAA explains what Text4baby is and how it can help her
- Shows mom how to text “baby” or “bebe” to 511411
- A final step in the enrollment process for pregnant and new mothers

Text4baby lessons so far



- Train your Application Assistors
 - Coach them on the value of Text4baby messages
- Reassure Moms
 - Text4baby is completely, 100% free (even if they don't have a text plan)
 - No personal data is collected or shared
 - Some moms need a quick lesson on cell phone texting

Baby Gateway + Enhanced Enrollment = the Triple Aim

1. Reduced Cost

- CAA efficiency and seamless Medi-Cal enrollment

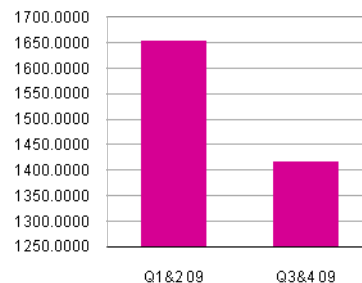
2. Patient Experience

- unanimously positive by survey

3. Population Health

- reduced ED visits/1000 WCH births (very preliminary)
- reduced avoidable ED visits (TBD)

ED Visits/1000 Births



Thank you.

