



Child and Adolescent Health Center Program Expanded Medicaid Outreach Activities

I. Overview of Child and Adolescent Health Centers and Programs

The health programs offered throughout the state offer a unique advantage and opportunity to reach Medicaid and Medicaid eligible children with information on ways to access prevention services and other Medicaid programs. Through targeted outreach services aimed at school personnel, parents and guardians, community members and other key stakeholders, information will be provided on ways to enroll children and adolescents with in Medicaid and linked with providers who deliver prevention services such as EPSTD screens.

Child and adolescent health centers and programs work closely with school personnel and surrounding communities in providing important health information and care. These centers and programs serve as a critical link in reaching uninsured children who may qualify for Medicaid services and in assisting Medicaid eligible children in obtaining important prevention services.

The Michigan Departments of Community Health and Education will continue to provide primary oversight of these programs and their implementation of quality services through the assistance of both the health plans and Michigan Primary Care Association (MPCA).

More than 60 child and adolescent centers and programs are located throughout the state. By establishing a Medicaid outreach plan, access to health care for children will be increased, resulting in greater likelihood of healthier children.

II. Outreach Activities

This section lists the activities that are likely to be performed in any of the *Child and Adolescent Health Centers* during a typical workday. To assist in understanding of the activities, there are additional examples provided.

Brief Overview of Outreach Activities

1. Medicaid Outreach and Public Awareness:

These activities inform eligible or potentially eligible individuals about Medicaid and how to access Medicaid programs or when staff is describing the services covered under Medicaid and how to obtain Medicaid preventative services.

2. **Facilitating Medicaid Eligibility Determination**
This is an activity that assists an individual to become eligible for Medicaid. This activity does not include the actual determination of Medicaid eligibility.
3. **Program Planning, Policy Development and Interagency Coordination related to Medical Services**
This activity is associated with the collaborative development of programs with other agencies that assure the delivery of Medicaid-covered medical/mental health services to children and adolescents.
4. **Referral, Coordination and Monitoring of Medicaid Services**
This activity includes developing appropriate referral sources for program-specific services at Child and Adolescent Health Centers and Programs, coordinating programs and services at the school or community level, and monitoring the delivery of Medicaid services within the school and community. This activity also describes situations when skilled professional medical personnel are providing medically necessary administrative activities and for which skilled professional medical knowledge is required.
5. **Medicaid Specific Training on Outreach, Eligibility of Services and Services**
This means coordinating, conducting, or participating in training events and seminars for staff regarding the benefits of the Medicaid program, how to assist families to access Medicaid services, and how to more effectively refer children and adolescents for services.
6. **Transportation and Translation Services in Support of Medicaid-Covered Services**
This includes activities such as assisting an individual to obtain transportation to Medicaid-covered services. This does not include the provision of the actual transportation service, but rather the administrative activities involved in providing transportation. This also includes employees who provide translation services related to Medicaid-covered services. Translation may be allowable as an administrative activity if it is not included and paid for as part of a medical assistance service. It includes related paperwork, clerical activities or staff travel required to perform these activities

Michigan's Medicaid Health Plan Outreach Program reflects the actual activities that may occur in a *Child and Adolescent Health Center* on any given day, as well as the unique health care programs within the State that are available to families. Some activities fully support the administration of the State Plan and/or the EPSDT program in the State, and others are more related to activities performed on behalf of Medicaid-eligible children and adolescents.

Definitions and Examples of Potential Outreach Activities

Activity 1 - Medicaid Outreach and Public Awareness

These activities inform eligible or potentially eligible individuals about Medicaid and how to access Medicaid programs or when staff is describing the services covered under Medicaid and how to obtain Medicaid preventative services.

- Informing families and distributing literature about the services, availability and value of the Early Periodic Screening, Diagnosis and Treatment (EPSDT) and other preventative health services offered through the Medicaid program.
- Informing and encouraging families to access Medicaid managed care systems.
- Assisting the Medicaid agency to fulfill outreach objectives of the Medicaid program by informing individuals, students, and their families about health resources available through the Federal Medicaid Program.
- Conducting and participating in Medicaid outreach campaigns and activities such as health fairs that provide information about services offered by such entities as Community Mental Health, Local Health Departments, etc.
- Conducting family planning health education outreach programs, activities or campaigns, if it is targeted for Medicaid-covered family planning services.
- Contacting pregnant and parenting teenagers about the availability of Medicaid services, including referral to family planning and well baby care programs and services.
- Providing referral assistance to families on the Medicaid program.
- Providing information about Medicaid screenings that will help improve the identification of medical conditions that can be corrected or ameliorated through Medicaid services.
- Notifying families of EPSDT program initiatives, such as Medicaid screenings conducted through Child and Adolescent Health Centers and other similar Programs.
- Coordinating with local media (newspaper, TV, radio, video, etc.) to inform the public about EPSDT screenings, health fairs and other health related services.
- Coordinating or attending child health fairs and other health events that emphasize preventive health care and promote Medicaid services.
- Presenting or informing families about the availability of Medicaid providers for specific covered services and instructing them on effective utilization of services.
- Providing parents and guardians with information about the Medicaid program and health care services available to eligible children.
- Providing schools and other youth serving entities with information about the Medicaid program and health care services available to eligible children.

Activity 2 - Facilitating Medicaid Eligibility Determination

This is an activity that assists an individual to become eligible for Medicaid. This activity does not include the actual determination of Medicaid eligibility.

- Verifying an individual's current Medicaid eligibility status.
- Participating as a provider of Medicaid eligibility outreach information.
- Explaining Medicaid eligibility rules and eligibility process to prospective applicants.
- Referring an individual or family to the local Family Independence Agency (FIA) or other local office to make application for Medicaid benefits.
- Assisting individuals or families to complete the Michigan Medicaid eligibility application.
- Assisting the individual or family in collecting/gathering information related to the application and eligibility determination for an individual.
- Providing necessary forms and packaging all forms in preparation for the Medicaid eligibility determination.
- Referring families to appropriate sources to obtain Medicaid applications.
- Assist families in tracking requests for Medicaid services.

Activity 3 - Program Planning, Policy Development and Interagency Coordination Related to Medical Services

This activity is associated with the collaborative development of programs with other agencies that assure the delivery of Medicaid-covered medical/dental and mental health services to children and adolescents.

- Defining the scope of each agency's Medicaid service in relation to the other, and identifying gaps or duplication of medical/dental/mental health programs.
- Analyzing Medicaid data related to a specific program, population, or geographic area and working with Medicaid resources, such as Health Plans, to locate and develop EPSDT health services, referral relationships and expanding health programs to children and adolescents in need.
- Creating a collaborative of health professionals to provide consultation and advice on the delivery of health care services to children and adolescents and developing methods to improve the referral and service delivery process by Medicaid health providers. (Advisory Group)
- Containing Medicaid costs for individuals by reducing overlap and duplication of Medicaid services through collaborative efforts with Medicaid Health Plans, local Community Mental Health Service providers, Local Health Departments and other Medicaid service providers.
- Overseeing the organization and outcomes of the coordinated medical/dental/mental health service provision with Medicaid Health Plans.
- Developing internal referral policies and procedures so that appropriate coordination of health services occurs between the various Medicaid providers and entities.
- Designing and implementing strategies to identify children and adolescents who may be at high risk for poor outcomes and need medical/dental/mental health interventions, identify pregnant students who may be at high risk of poor health

outcomes, and assuring children and adolescents with any significant health problems are diagnosed and treated early.

- Developing procedures for tracking and resolving families' requests for assistance with Medicaid services and providers. This does not include the actual tracking of requests for Medicaid services.
- Presenting specific provider information about Medicaid EPSDT screening in Child and Adolescent Health Centers and Programs and other providers.
- Developing health programs and services with local community health providers for the Medicaid population based on need.
- Coordinating with interagency committees to identify, promote and develop medical services for children and adolescents in need.

Activity 4 - Referral, Coordination and Monitoring of Medicaid Services

This activity includes developing appropriate referral sources for program-specific services at Child and Adolescent Health Centers and Programs, coordinating programs and services at the school or community level, and monitoring the delivery of Medicaid services within the school and community.

- Identifying and referring adolescents who may be in need of Medicaid family planning services.
- Making referrals for and/or scheduling appropriate Medicaid-covered immunizations, vision, and hearing testing and preventative screenings.
- Providing information about Medicaid EPSDT screening.
- Contacting Medicaid providers of pediatric services in lower income areas to determine the scope of EPSDT screening and treatment services available to meet the needs of at-risk children and adolescents
- Reviewing clinical notes of staff by a designated clinician to identify medical referral and follow-up practices, and making recommendations to supervisors for improvements as needed.
- Conducting quality assurance reviews of specific health-related programs objectives.
- Providing both oral and written instructions about the referral policies and procedures between the various agencies to parents and guardians for appropriate coordination of health services.
- Coordinating internally to identify, promote and develop EPSDT services in the school or community.
- Coordinating the delivery of community based medical/dental/mental health services and plans.
- Coordinating medical/dental/mental health services with managed care plans as appropriate.
- Developing professional relationships for the purposes of referral of Medicaid-eligible students for EPSDT medical and other health-related services.
- Providing clinical information at the program level to providers about Medicaid policy and regulations.
- Developing a referral system that includes procedures for recording and reporting the requests and subsequent referral of families to the appropriate Medicaid service providers.

- Developing strategies for containing medical costs and improving services to children and adolescents as part of the goals of the EPSDT program.
- Working with agencies providing Medicaid services to improve the coordination and delivery of clinical health care services, to expand access to specific populations for Medicaid eligibility, and to improve collaboration around the early identification of medical problems.
- Developing strategies to improve how the needs of medically-fragile individuals receiving Medicaid services are addressed.
- Developing and communicating both oral and written clinical and health care instructions to parents, guardians and/or school personnel for appropriate coordination of health needs and/or follow-up at home and within the school.

Activity 5 - Medicaid-Specific Training on Outreach, Eligibility and Services

This means coordinating, conducting, or participating in training events and seminars for health center staff, school personnel, community members, other youth servicing agencies, parents and guardians regarding the benefits of the Medicaid program, how to assist families in accessing Medicaid services, and how to more effectively refer children and adolescents for services.

- Participating in or coordinating training that improves the delivery and access of Medicaid services.
- Participating in or presenting training that improves the quality of identification, referral, treatment and care of children, e.g., talking to new staff about the EPSDT referral process, available EPSDT and health-related services.
- Conducting Medicaid outreach trainings to interested stakeholders.
- Providing information at trainings that inform individuals of the EPSDT process.
- Disseminating information on training sessions and conducting all related administrative tasks.
- Conducting seminars and presentations on appropriately identifying children and adolescents with mental health behavioral conditions, identification of physical disabilities and other medical conditions that can be corrected or ameliorated by services covered through Medicaid.
- Developing and preparing for others information about Medicaid-covered services, specific health standards and criteria associated with identification/detection of certain illnesses.
- Developing, participating in, or presenting trainings that address the clinical importance of pediatric standards for preventive care offered under Medicaid programs.
- Developing modules and providing training in the school or community setting, using clinical education and experience with other professionals and para-professionals that describe medical protocols utilized to refer children and adolescents for Medicaid-covered services that may be identified during the evaluation, assessment, or EPSDT screen.
- Developing and maintaining a system that provides information and training to parents, guardians, school personnel and others so they may better understand the connection between health issues and Medicaid covered services that may

- be pertinent to children, and the importance of seeking Medicaid services and/or treatment when needed.
- Developing modules for, or presenting, a training seminar at which information is presented to colleagues, parents, guardians, school personnel and other youth serving providers on Medicaid covered services.
 - Designing and providing training to assist non-medically-oriented staff to recognize symptoms exhibited by children and adolescents that could result in referrals to Medicaid providers.

III. Implementation Plan for Child and Adolescent Health Centers and Programs

Each child and adolescent health center and program must develop an implementation plan for meeting outreach activities that both increases Medicaid enrollment as appropriate and increases utilization of Medicaid preventative services.

Each child and adolescent health center and program must submit an implementation plan that reflects the details of their outreach activities for review and approval by the Michigan Department of Community Health, Education and Health Plans. Any subsequent changes must receive approval. Each implementation plan must include maintaining records and proof of outreach activities with identified outcomes.