

MEDICAID OUTREACH

MALPH Administration and Finance Seminar

Mt. Pleasant, MI

September 13, 2018

AGENDA

- Development Process
- Proposed Policy MSA 1823-LHD
 - Public Comment Closes – September 26, 2018
 - Proposed Effective Date – December 1, 2018
- Presentation

MEDICAID OUTREACH

- Federal Regulations
- Define Medicaid Outreach
- Describe activities that qualify as Medicaid Outreach
- Documentation and reporting requirements

FEDERAL REGULATIONS

- Costs must not include funding for a portion of general public health initiatives that are made available to all persons, such as public health education campaigns.
- Costs must not include the overhead costs of operating a provider facility.
- Costs must not duplicate payment for activities that are already being offered or should be provided by other entities, or paid through other programs.
- Costs must be supported by adequate source documentation.

WHAT IS MEDICAID OUTREACH?

- The activity or process of bringing information or services to Medicaid beneficiaries or potential Medicaid beneficiaries.
- Helping Medicaid beneficiaries and potential Medicaid beneficiaries to improve access to, and utilization of, Medicaid covered services.

CMS APPROVED MEDICAID OUTREACH CATEGORIES

- Medicaid Outreach and Public Awareness
- Facilitating Medicaid Eligibility Determinations
- Program Planning, Policy Development, and Interagency Coordination Related to Medical Services
- Referral, Coordination and Monitoring of Medicaid Services
- Medicaid-Specific Training on Outreach Eligibility and Services
- Arranging for Medicaid-Related Transportation
- Arranging for Medicaid-Related Translation

MEDICAID OUTREACH AND PUBLIC AWARENESS

- Informing Medicaid-eligible and potentially Medicaid-eligible children and families about the benefits and availability of services provided by Medicaid. This category of outreach also includes coordinating and presenting information about Medicaid through media resources, health fairs and other community forums

MEDICAID OUTREACH AND PUBLIC AWARENESS

- Example of activity in this category includes, but is not limited to:
 - *Contacting pregnant and parenting women about the availability of Medicaid services, including referral to family planning and well-baby care programs and services.*
- Example of activity that is **not appropriate** for this category includes, but is not limited to:
 - *Women, Infants, and Children (WIC) and Maternal Infant Health Program (MIHP) staff providing referral information about available health and community services. The State of Michigan mandates that these services be provided as a condition of operating the program.*

FACILITATING MEDICAID ELIGIBILITY DETERMINATIONS

- Activities related to assisting potentially Medicaid-eligible individuals in applying for Medicaid benefits. This includes explaining the Medicaid program to individuals or families, providing a Medicaid application form, assisting an individual in completing a Medicaid application, and/or referring individuals to the local Michigan Department of Health and Human Services (MDHHS) office for determination of benefits. Community Health Workers may act as client advocates when additional assistance is needed to complete the application process. Community Health Workers can also help clients overcome other barriers such as linguistic, cultural, and cognitive challenges to the application and enrollment process.

FACILITATING MEDICAID ELIGIBILITY DETERMINATIONS

- Example of activity in this category includes, but is not limited to:
 - *Assisting the individual or family in collecting/gathering required information and documents for the Medicaid application.*
- Example of activity that is **not appropriate** for this category includes, but is not limited to:
 - *Verifying an individual's current Medicaid eligibility status for a direct service or billing of medical appointment.*

PROGRAM PLANNING, POLICY DEVELOPMENT AND INTERAGENCY COORDINATION RELATED TO MEDICAL SERVICES

- Development of health programs and services targeted to the Medicaid population and collaboration between the LHD and other agencies to ensure the delivery of Medicaid-covered services. Activities in this category only apply to LHD staff whose position descriptions include program planning, policy development and interagency coordination, and/or those staff specifically appointed to appropriate committees/programs performing required activities. This includes planning and developing procedures to track requests for referrals, and coordinating services with the Medicaid Health Plans.

PROGRAM PLANNING, POLICY DEVELOPMENT AND INTERAGENCY COORDINATION RELATED TO MEDICAL SERVICES

- Example of activity in this category includes, but is not limited to:
 - *Working with other agencies and/or providers that provide medical/dental/mental health services to improve the coordination and delivery of services, to expand access to additional Medicaid populations, increase provider participation, and improve provider relations.*
- Example of activity that is **not appropriate** for this category includes, but is not limited to:
 - *Developing procedures for tracking families' requests for assistance with non-Medicaid services and the providers of such services.*

REFERRAL, COORDINATION, AND MONITORING OF MEDICAID SERVICES

- Making referrals for, coordinating access to, and/or monitoring the delivery of Medicaid services. Working with Medicaid providers to improve the coordination and delivery of clinical health care services, expand access to specific Medicaid populations, and improve collaboration around early identification of medical/dental problems.

REFERRAL, COORDINATION, AND MONITORING OF MEDICAID SERVICES

- Example of activity in this category includes, but is not limited to:
 - *Making referrals for and/or scheduling appropriate Medicaid-covered services for Medicaid-enrolled individuals.*
- Example of activity that is **not appropriate** for this category includes, but is not limited to:
 - *Conducting quality assurance reviews when MDHHS requires the reviews as a condition of operating the program (MIHP).*

MEDICAID-SPECIFIC TRAINING ON OUTREACH ELIGIBILITY AND SERVICES

- Outreach activities that focus on coordinating, conducting, or participating in training and seminars for staff and/or contractors regarding the Medicaid program and available services, the benefits of the program, and how to assist families in accessing Medicaid services. These include trainings that enhance early identification, screening, and referral of children and adolescents for EPSDT services. This category also includes development and presentation of training modules regarding Medicaid eligibility and benefits to LHD staff.

MEDICAID-SPECIFIC TRAINING ON OUTREACH ELIGIBILITY AND SERVICES

- Example of activity in this category includes, but is not limited to:
 - *Developing, participating in, or presenting training that addresses the clinical importance of pediatric or other clinical standards for preventive care offered through the Medicaid program.*
- Example of activity that is **not appropriate** for this category includes, but is not limited to:
 - *Participating in or coordinating training that improves the delivery of general LHD services.*

ARRANGING FOR MEDICAID-RELATED TRANSPORTATION

- Assisting an individual in obtaining transportation for Medicaid-related services. **NOTE: This does NOT include activities that contribute to the actual billing of transportation as a medical service.**

ARRANGING FOR MEDICAID-RELATED TRANSPORTATION

- Example of activity in this category includes, but is not limited to:
 - *Scheduling or arranging transportation to and from Medicaid-covered services for a Medicaid-enrolled individual.*
- Example of activity that is **not appropriate** for this category includes, but is not limited to:
 - *Transporting or accompanying a Medicaid-enrolled individual to a medical appointment.*

ARRANGING FOR OR PROVIDING MEDICAID-RELATED TRANSLATION SERVICES

- Arranging for or providing translation services related to a Medicaid-covered service when translation services are not included and/or paid for as part of a direct medical assistance service.

ARRANGING FOR OR PROVIDING MEDICAID-RELATED TRANSLATION SERVICES

- Example of activity in this category includes, but is not limited to:
 - *Arranging for or providing translation services (oral or signing services) to assist an individual with completing a Medicaid application.*
- Example of activity that is **not appropriate** for this category includes, but is not limited to:
 - *Providing translation services to assist a Medicaid-enrolled individual in communicating as part of a direct medical service.*

DOCUMENTATION AND REPORTING REQUIREMENTS

- Documentation maintained in support of administrative claims must be sufficiently detailed to allow determination of whether the activities were necessary for the proper and efficient administration of the Medicaid State Plan. The LHD bears the responsibility for all claiming determinations.
- LHDs that bill for Medicaid Outreach activities are expected to provide a quarterly summary report of Medicaid Outreach activities. Guidelines and reporting requirements are described in the Comprehensive Agreement.