



## Cycle 2 Children's Health Insurance Program Reauthorization Act Outreach and Enrollment Grant

[Michigan Primary Care Association](#)

### **Project Abstract**

There are 127,000 uninsured kids (5.1% of the population under the age of 19) in Michigan—enough children to stretch 97 miles if they held hands, fill 2,311 school buses and form 14,126 little league teams. Decreasing that number through “on the ground”, community-based enrollment was the primary focus of our first two years of work as Cycle 1 grantee in the Children's Health Insurance Program Reauthorization Act (CHIPRA) Outreach and Enrollment grant program. With thousands of outreach encounters and hundreds of children's health insurance enrollments achieved since being awarded funding in October of 2009 we've learned many things, the most important of which is direct enrollment efforts, while critical to success, are not enough to ensure coverage for all of our children.

We realized very early in our work that a significant percentage of the children we were signing-up for Medicaid and CHIP had previously been enrolled. The underlying data confirmed that our anecdotal experience was “spot on”—in Michigan 44% of the currently eligible but uninsured were dropped out of Medicaid/CHIP during the previous year. Further examination of the data revealed that while Michigan continues to have one of the best participation or “take up” rates in the country [we're on the bottom half of the list in retention](#). Research shows that [“more than a quarter of all uninsured children had been enrolled in Medicaid or CHIP the year before](#). In other words, roughly two million children became uninsured in 2008, despite their ongoing eligibility for these programs,” illustrating the necessity of strong retention in our country and in Michigan.

A simple, consistent approach to helping families retain health insurance coverage for their children is needed and MPCA, in conjunction with our network of Federally Qualified Health

Center partners, is well positioned to help. Building upon our experience as a Cycle I grantee MPCA will enact an innovative, technology-driven model of redetermination assistance with a population of 89,000 children currently enrolled in Medicaid/CHIP that are served through nine large Community Health Centers in eight Michigan cities.

This model focuses on three simple steps: 1. Ensure families understands how and when to reapply for coverage, 2. Remind the family to reapply as their renewal date approaches and 3. Offer assistance with redetermination for families through trusted, community-based Health Center providers. We will utilize data matching with both the state Medicaid/CHIP data warehouse and our Health Center partners to build a “case profile” of each enrollee/family. New technologies including text messaging, voice message broadcast and online assistance will be leveraged to communicate with and remind families of redetermination. Partnering Health Center organizations will receiving enhanced training and funding to increase staff capacity to assist families at the local level while MPCA also engages a skilled volunteer force state-wide to provide support to families over-the-phone.

The total budget for this initiative is \$814,000 and we anticipate creating a 20% increase in the retention rate of children served through the grant program.