From Coverage to Care

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Agenda

- History and Overview
- Consumer Resources
- How to Get Involved
- Coming Soon
- Contact Information
History and Overview
What is C2C?

*From Coverage to Care (C2C)* aims to help individuals understand their health coverage and connect to primary care and the preventive services that are right for them, so they can live a long and healthy life.
Development and History

- Development and Dissemination of the Roadmap and Consumer Tools
  - Environmental Scan
  - Engagement Strategy Development
- Stakeholder Engagement
  - Pilot Implementation and Evaluation
  - Focus Groups
- Development of Additional C2C Resources
- Evaluation
Consumer Resources
C2C Resources

- Roadmap to Better Care and a Healthier You
- 5 Ways to Make the Most of Your Health Coverage
- Animated Video
- Enrollment Toolkit
- Prevention Resources
- Partner Toolkit
- Community Presentation
- Manage Your Health Care Costs

Find more online go.cms.gov/c2c
Roadmap to Better Care and a Healthier You

- Explains what health coverage is and how to use it to get primary care and preventive services
- Roadmap Poster
- Consumer Tools:
  - Insurance Card
  - Primary Care vs. Emergency Care
  - Explanation of Benefits
- Pull-out step booklets
- Available in 8 languages
- Tribal version
- Customizable version
Roadmap

Your ROADMAP to health

1. **Start here**
   - **Put your health first**
     - Eating healthy is important for you and your family.
     - Maintain a healthy lifestyle at home, at work, and in the community.
     - Get your recommended health screenings and manage chronic conditions.
     - Keep all of your health information in one place.

2. **Understand your health coverage**
   - Talk with your insurance plan or review your Medicaid or CHIP program to see what services are covered.
   - Be familiar with your costs, deductibles, copayments, and coinsurance.
   - Know the difference between in-network and out-of-network.

3. **Know where to go for care**
   - Use the emergency department for a medical crisis situation:
     - Primary care provider when it’s not an emergency.
     - Know the difference between primary care and emergency care.

4. **Find a provider**
   - Ask people you trust and/or do research on the internet.
   - Choose a provider that is right for you.
   - If you’re choosing a provider, contact your plan if you want to change.
   - If you’re enrolled in Medicare or CHIP, contact your state Medicaid or CHIP program for help.

5. **Make an appointment**
   - Mention if you’re a new patient or have been there before.
   - Give them an outline of your insurance plan and ask if they take your insurance.
   - Tell them the name of the provider you want to see and any questions you want an appointment.
   - Ask for the steps or forms that you need to provide.

6. **Be prepared for your visit**
   - Have your insurance card with you.
   - Know your family health history.
   - Make a list of your medications you take.
   - Bring a list of questions and things to discuss, and take notes during your visit.

7. **Decide if the provider is right for you**
   - Do you feel comfortable with the provider you saw?
   - How well did you communicate with and understand your provider?
   - Did you feel like you and your provider could make decisions together?

8. **Next steps after your appointment**
   - Follow your provider’s instructions.
   - Take any prescriptions you were given, and take them as directed.
   - Schedule a follow-up visit if you need one.
   - Review your explanation of benefits and pay your medical bills.
   - Contact your provider, health plan, or the state Medicaid or CHIP agency with any questions.
5 Ways to Make the Most of Your Health Coverage

- Quick reference to start the journey from coverage to care
- Available in Arabic, Chinese, English, Haitian Creole, Korean, Russian, Spanish, and Vietnamese
5 Ways to Make the Most of Your Health Coverage (cont.)

1. Confirm your coverage
   • Be sure your enrollment is complete. Contact your health plan and/or state Medicaid office.
   • Pay your premium if you have one, so you can use your health coverage when you need it.

2. Know where to go for answers
   • Contact your health plan to see what services are covered, and what your costs will be.
   • Read the Roadmap to Better Care and a Healthier You to learn about key health insurance terms, like coinsurance, and deductible.

3. Find a provider
   • Select a health care provider in your network who will work with you to get your recommended health screenings.
   • Remember you might pay more if you see a provider who is out-of-network.

4. Make an appointment
   • Confirm your provider accepts your coverage.
   • Talk to your provider about preventive services.
   • Ask questions about your concerns and what you can do to stay healthy.

5. Fill your prescriptions
   • Fill any prescriptions you need.
   • Some drugs cost more than others. Ask in advance how much your prescription costs and if there is a more affordable option.

For more information about From Coverage to Care, visit go.cms.gov/c2c

CMS Product No. 11968
March 2016
How to Maximize Your Health Coverage

New Animated Video
bit.ly/C2CAnimated

Shorter Series:
• Confirm Your Coverage
• Know Where to Go for Answers
• Find a Provider
• Make an Appointment
• Fill Your Prescriptions

All videos available in English and Spanish.
Enrollment Toolkit

1. Why sign up for health coverage
2. Know before enrolling in a plan
3. Help choosing a plan
4. After enrollment
5. Helping consumers with special circumstances
Manage Your Health Care Costs

- Understand Your Health Insurance Costs
- My Health Insurance Costs
- Plan for Health Costs by Knowing Your Income and Spending
- How to Pay Your Premium
My Health Insurance Costs

- Keep track of plan information, like plan name and ID number.
- Write down set costs, such as monthly premiums and copayments.
How to Get Involved
Who’s Using Our Resources?

- Community Health Centers
- Hospitals
- Insurance Companies
- State and County Health Departments
- Area Agencies on Aging and SHIPs
- Tribal Organizations
- Faith-Based Organizations
- Legal Aid Societies
- Universities
- United Way
- Primary Care Associations
- Dialysis Facilities
- Ryan White Providers
- Libraries
Using C2C Resources

- **Start the Conversation.** Use the Roadmap as a tool to help people understand their new coverage and understand the importance of getting the right preventive services.

- **Help Consumers Understand.** The Roadmap has a lot of information for consumers. You can help them use it as a resource to refer back to as they journey to better health and well-being.

- **Personalize It.** You know your community. Consider adding local resources and information.
How to Get Involved

Partner Toolkit

- Download the Partner Toolkit, which includes an article for a blog or other publication, newsletter text, social media posts and graphics, and a web badge
- Ideas for events and ways to incorporate C2C
- All sample language is available in English & Spanish
CMS Product Ordering Website
https://productordering.cms.hhs.gov
Coming Soon

- Expanding our collaborations
- Behavioral Health Companion Guide
- Template for personalizing: My Health Coverage At-A-Glance
Subscribe to the C2C Listserv

Email Updates
To sign up for updates or to access your subscriber preferences, please enter your contact information below.

Email Address

[Submit] [Cancel]

Your contact information is used to deliver requested updates or to access your subscriber preferences.

Privacy Policy - Help
Thank you!

Visit our website:
go.cms.gov/c2c

Contact us:
CoverageToCare@cms.hhs.gov
Panelist Perspectives
Polling Questions
Question #1

Which C2C resource do you use the most?

a. Roadmap to Better Care and a Healthier You
b. 5 Ways to Make the Most of Your Health Coverage
c. Enrollment Toolkit
d. Other
Question #2

When do you use C2C?

a. During/immediately after enrollment
b. Within the first month a person enrolls
c. Later in the year as a follow-up
d. A combination of the above
e. Have never used / do not currently use
Question #3

What is the most common reason a consumer returns to you with questions after enrollment?

a. Don’t know their copay or deductible  
b. Questions about networks and finding a provider  
c. Can’t afford to use the plan  
d. Other
Question #4

How do you use C2C resources?

a. Face-to-face with consumers
b. Include C2C with other materials to take home
c. Offer C2C/health literacy pieces if consumers asks for additional help
d. Share through social media, listservs
e. A combination of the above
Question #5

If C2C offered more resources for you to use, which topic would be most helpful? (Please type response.)
Question #6

Of these, which would be most helpful to your organization?

a. More online C2C information, digitally-friendly
b. More printed C2C materials
c. More C2C messages to work into our own existing efforts/materials
Question #7

Consumers will better understand coverage if they hear about it from our office and from their...

a. Provider

b. Insurance Company

c. Another Community Organization
**Question #8**

Which consumers receive health literacy or C2C information?

a. All consumers we help  
b. All newly enrolled consumers  
c. Only the ones that ask for additional help
Question #9

Do you have a social media presence?

a. Yes, and we share our information including health literacy and C2C.

b. Yes, but we don’t post on health literacy or C2C.

c. No social media presence.
Thank you!

Visit our website:
go.cms.gov/c2c

Contact us:
CoverageToCare@cms.hhs.gov

Note: This document was written by CMS and was printed, published, or produced and disseminated at U.S. taxpayer expense. The information is meant to be useful for community organizations that want to use From Coverage to Care as part of their consumer education and health literacy outreach efforts. Participation is voluntary and informal.