

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

FROM COVERAGE TO CARE
A Roadmap to Better Care and a Healthier You

Now that you have health coverage, here is what you can do to put your health first and live a long and healthy life.

5 Ways to make the most of your health coverage

COVERAGE TO CARE >>> Prevention
Put Your Health First
Get the preventive services that are right for you!
Take advantage of these and other services available at no cost to adults under most health coverage. Thanks to the Affordable Care Act.

ADULTS

- Blood pressure and cholesterol screenings
- Alcohol misuse and tobacco use counseling
- Total Cholesterol Screening
- Aspirin use for some adults
- Colonial cancer screening for adults over 50
- Depression screening
- Diastolic blood pressure and obesity screening
- Hepatitis B and C screening
- STI screening and STD prevention counseling
- Lung Cancer screening for some adults
- Recommended Vaccines:
 - Hepatitis A and B
 - Hepatitis Zoster
 - Influenza (Flu/Shot)
 - MMR (Measles, Mumps, Rubella)
 - Meningococcal
 - Pneumococcal
 - Tetanus, Diphtheria, Pertussis
 - Shingles (Shingrix)

COST TIP:
Many preventive services are covered at no cost. Screenings for 20 or more conditions are covered at no cost. Screenings for 20 or more conditions are covered at no cost. Screenings for 20 or more conditions are covered at no cost.

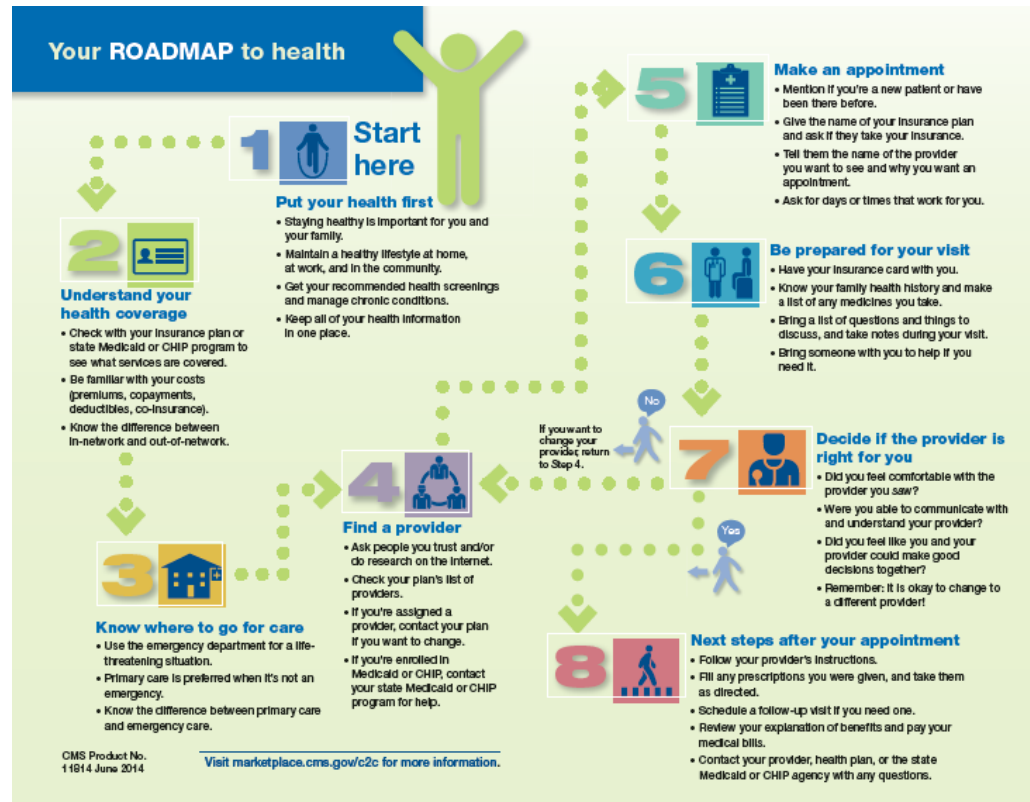
The information contained on this page is for informational purposes only and does not constitute an offer of insurance. For more information, visit www.cms.gov.

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



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.

Health Insurance Information for Calendar Year 20__

Health Plan Information

Plan Name: _____

Plan ID Number: _____

Group Number: _____

Contact Information: _____

Other Notes: _____

Health Plan Costs Information

Monthly Premium: _____

Advance Premium Tax Credit: _____

Deductible: _____

Copayment – Primary Care: _____

Copayment – Specialist Visit: _____

Copayment – Prescription Drugs: _____

Coinsurance (if applicable): _____

Out-of-pocket limit: _____

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

Get Involved in *From Coverage to Care*



ABOUT FROM COVERAGE TO CARE

Thank you for your interest in *From Coverage to Care (C2C)*. There are many ways to get involved!

WHY IS THIS INITIATIVE SO IMPORTANT?

In the United States, an estimated [12.7 million](#) people signed up for coverage in the 2016 Open Enrollment, allowing them to gain or renew access to the health coverage they need. Enrolling in a health plan is only the initial step. The next step is to make the most of that coverage to maintain and improve health.

Developed by the Centers for Medicare & Medicaid Services (CMS), C2C aims to help people with health coverage, whether through an employer, Medicare, Medicaid, the Marketplace, or another type of health coverage, understand their benefits and connect to primary care and to preventive services, so they can live a long and healthy life. As part of the initiative, CMS has created [resources in multiple languages](#), free of charge to your organization and consumers, to help health care professionals and national and community organizations support consumers as they navigate their coverage.

WAYS TO COLLABORATE

BECOME A PARTNER

Your support is vital to help consumers make the most of their coverage and access preventive services to support their health goals. Getting involved is simple. Contact us at coverage2care@cms.hhs.gov with any questions.

SHARE THE TOOLS

Whether you represent an organization or are an individual community advocate, you can be part of an important effort to improve the health of our nation. We encourage you to share C2C resources in churches, clinics, health systems, and in your community settings.

CMS Product Ordering Website

<https://productordering.cms.hhs.gov>



The image shows the top portion of the CMS Product Ordering Website. It features a dark blue header with the CMS logo on the left, which includes the text "DEPARTMENT OF HEALTH & HUMAN SERVICES" and "CENTERS FOR MEDICARE & MEDICAID SERVICES". To the right of the logo, the text reads "Centers for Medicare & Medicaid Services" and "Product Ordering Website". Further right, there is a link for "Text-Only Version". Below the header is a light blue section with a "HELP" icon and text that reads: "Please enter your Username and Password in the designated fields, and then click on the Sign In button. If you are a CMS partner and need education and outreach materials click on the words Create an account. Forgot your Username or Password? Click [here](#). [Contact Us](#)".



The image shows a yellow sign-in and account creation form. It contains the following elements:

- A label "Username:" followed by a white text input field.
- A label "Password:" followed by a white text input field.
- A link: [Forgot your Username or Password](#)
- A dark grey button with the text "Sign In »".
- A light grey button with the text "Create an Account".

Coming Soon

- Expanding our collaborations
- Behavioral Health Companion Guide
- Template for personalizing:
My Health Coverage At-A-Glance

Subscribe to the C2C Listserv



Centers for Medicare & Medicaid Services

www.cms.gov

www.medicaid.gov

www.medicare.gov

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.