



# CORE INSIGHTS

Medicaid Expansion and CHWs approach to outreach, education, and enrollment within communities

# Frontline Workers

Community Health Workers (CHWs) are frontline workers who have close relationships with the communities they serve, allowing them to better liaise and connect community members to health care systems. They often share life experiences, language, socioeconomic status, and race/ethnicity with members of the communities in which they work, allowing them to foster greater trust between community members and the health care system.



North Carolina's Medicaid expansion program launched on December 1, 2023. The implementation phase of Medicaid expansion will be a long-term effort to get all eligible North Carolinians enrolled into Medicaid.

How does Medicaid expansion affect people health and financial well-being

**Reducing**

the cases of catastrophic out-of-pocket medical costs

**Preventing**

premature deaths

**Providing Care**

for serious diseases

**Healthier People**

secured by improving access to preventive and primary care



Medicaid  
Expansion

# ACA Medicaid Expansion Improving Access to Care, Health, and Financial Security, Research Finds



**Access to care:** More low-income adults with a **personal physician**, getting **check-ups and other preventive care**, and getting regular **care for chronic conditions**; increases in number of people getting **medication-assisted treatment** for opioid use disorders; greater access to **mental health care**.



**Health outcomes:** Fewer **premature deaths** among older adults, with **at least 19,000 lives saved**; improvements in overall **self-reported health**; reductions in share of low-income adults screening positive for **depression**; improved **diabetes and hypertension** control; increases in **early-stage cancer diagnoses**; decreases in share of patients receiving **surgical care inconsistent with medical guidelines**.



**Financial security:** Reductions in share of low-income adults **struggling to pay medical bills**; **\$1,140 reduction in medical debt per person** gaining coverage through expansion; reductions in **evictions** among low-income renters.



**Economic mobility:** Better access to **credit**, including **lower-interest mortgages, auto, and other loans**, with annual interest savings amounting to **\$280 per adult** gaining coverage; majorities of adults gaining coverage through expansion in Michigan and Ohio report coverage makes it **easier for them to work or look for work**.



**Reducing uncompensated care:** **55 percent drop in hospital uncompensated care costs** (\$17.9 billion in 2016) in expansion states, compared to 18 percent in non-expansion states; improvements in **hospital budgets**, especially for rural hospitals.

Explain why health insurance is important as it motivates people to enroll

Stress that Medicaid enrollment is open year-round

Emphasize the value of Medicaid coverage and access to dental care,

Share that Medicaid offer transportation to doctor appointments for individuals who lack transportation



# EDUCATION & COMMUNICATION

Tailor message to target specific audiences or communities

## BARRIERS

Lack of knowledge on how to enroll and where



Many immigrant families eligible are reluctant to sign up out of fear of jeopardizing their immigration status or exposing an undocumented family member's status

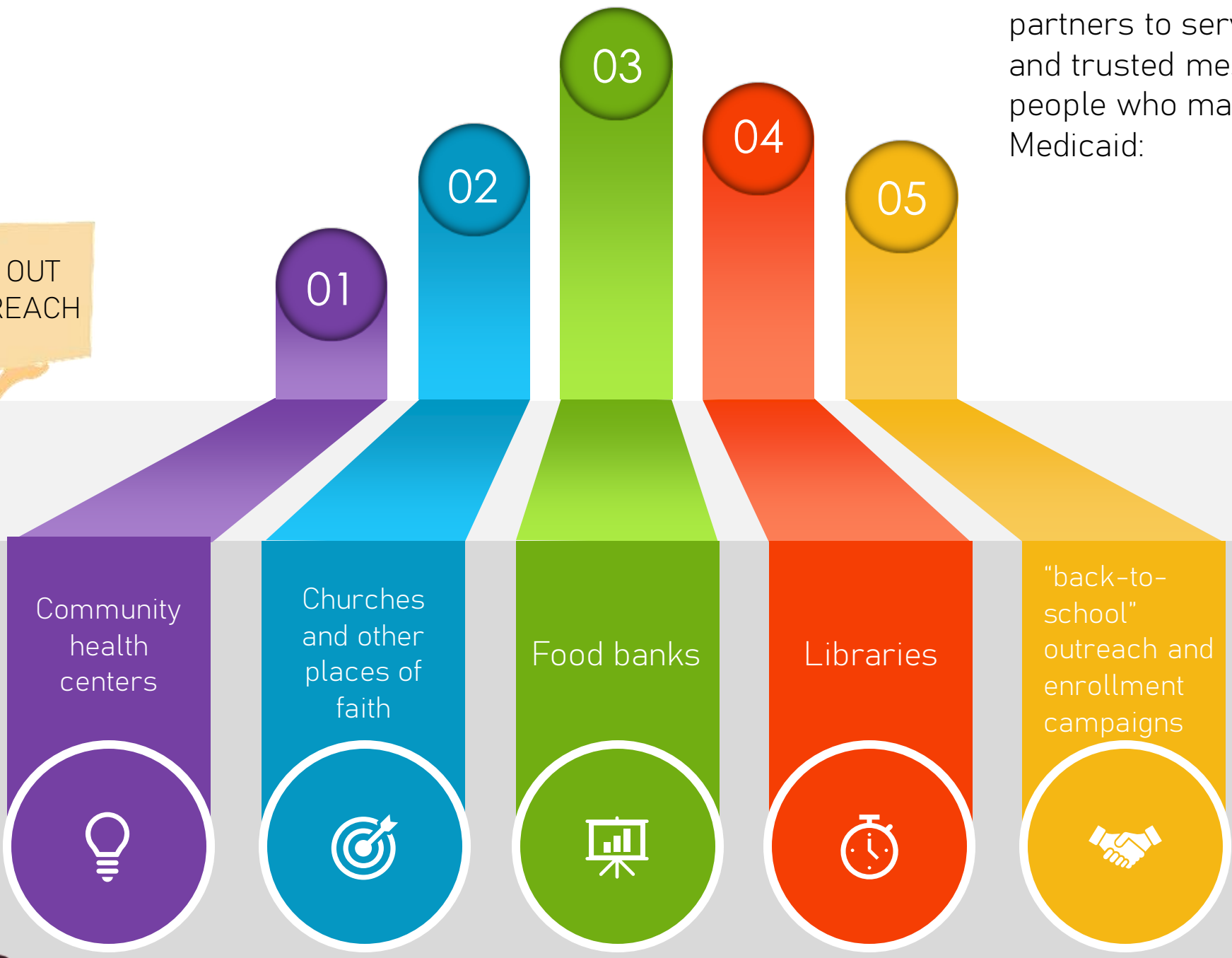
Language and low literacy

Difficulty completing the application process

Misunderstanding of eligibility requirements

partners to serve as connectors and trusted messengers to people who may be eligible for Medicaid:

OUT REACH



# HOW CHW'S STRENGTHEN CARE COORDINATION RELATIONSHIPS

Three ways CHW's support multidimensional organizational relationships

- 1 Building relationships with external organizations
- 2 Strengthening relationships within organizations
- 3 Maintaining relationships amidst challenges

HOW CHWS  
STRENGTHEN CARE  
COORDINATION  
RELATIONSHIPS

Three ways CHW's support  
multidimensional  
organizational relationships

Building relationships  
with external  
organizations




Strengthening  
relationships within  
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Maintaining relationships  
amidst challenges




# ELEMENTS ESSENTIAL TO THE INTEGRATION OF CHWS IN HEALTHCARE

CHWs should engage in job-specific training to ensure their skills and responsibilities align with and are complementary to other members of the care team




Training

Clearly defining CHW role and differentiating from other staff members




Workflow




Evaluation

Evaluate the impact of CHW integration on patient outcomes and costs



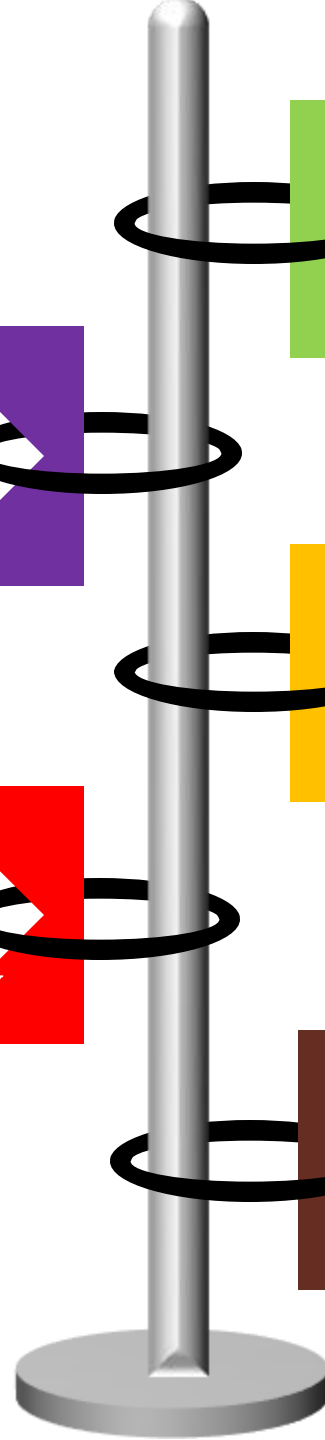
Training

CHWs should be trained in core competencies to standardize skills across employees and equip CHWs to handle a broad range of issues



INFRASTRUCTURE

Establishing institutional buy-in of CHWs through organizational champion or another representative



# HARNESSING DATA TO FACILITATE GRANT FUNDING

Responding to group or peer influence



**IMPACT**



Getting clear on values



Listening to feedback



Adopting an equitable lens

Q&A

