

# High Country Community Health

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# Medicaid Ambassadors

- 1 for each of the 4 counties we serve: Avery, Watauga, Burke and Surry.
- Certified Application Counselors for the Federally-facilitated Marketplace (Healthcare.gov). If patients are deemed not eligible for Medicaid, we can offer to enroll them in a health insurance plan through the Marketplace.
- Assist individuals with applying for Medicaid through the online application, ePass, and educating the public about Medicaid Expansion.



# Workflow for Medicaid Ambassadors

- Look through schedules to find potential Medicaid Expansion candidates
- Call the patients and offer to schedule an appointment. If the patient does not answer, the names will be given to the front desk staff to ask the patient to see the Medicaid Ambassador after their medical appointment.
  - *We provide them a list of the documents needed to be brought with them to the appointment. These documents are scanned in-office directly into the ePass application, which should significantly reduce the processing time for DSS (Department of Social Services).*
- Appointments:
  - Initial Consult
  - Follow-Up



# Outreach

- Phone calls and mail from Medicaid Ambassadors
- Automated emails from electronic health record
- Distribute flyers to the community; e.g., libraries, schools, food pantries, thrift stores, pharmacies, fast food restaurants, grocery stores, town halls, etc.
- Outreach events
  - Avery Feeding Families, Walmart, Elkin City Schools, Dollar General, Ingles, FARM Cafe and community events
  - Community partnerships: DSS, UNC Health Appalachian (hospital system in Watauga county), health department, App State Health Services, Community Care Clinic, Oasis, Burke Health Network, Elkin schools, Avery Feeding Families, Hospitality House and Downhome NC



# Spanish- Speaking Population Outreach

- Medicaid Ambassadors communicate with interpreters for Spanish-speaking individuals
- Bilingual flyers
- Bilingual staff attending outreach events
- Educating Farmworkers on eligibility



# Marketing Efforts

- Over 10,000 postcards mailed out to individuals meeting the income level for Medicaid Expansion in the 4 counties we serve.
- Designated page on our website with an online scheduling option to request an appointment with a Medicaid Ambassador.
- Created phone numbers for each county for people to schedule an appointment with a Medicaid Ambassador.
- Social media posts
- Flyers and brochures



# Quality of Care

- Population Health team
- Educate Medicaid patients on preventative screenings and wellness visits



**ANY  
QUESTIONS?**