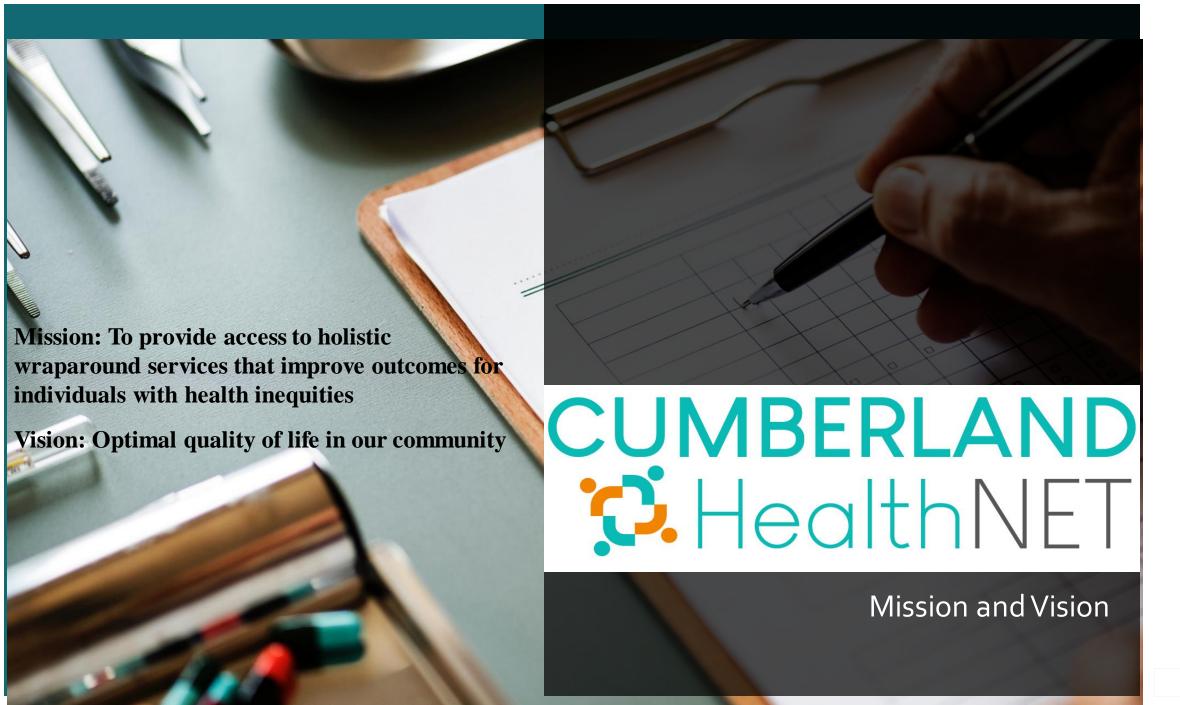


CUMBERLAND CHealthNET

Shelley A. Hudson Executive Director February 27, 2024



- Medical Home for Patients with a Chronic Condition
 - Primary Care
 - Lab Costs
 - Transportation
 - Care Management
- Certified Navigators
 - Marketplace Coverage Enrollment
 - Medicaid Expansion Enrollment
 - Outreach Events
- Homeless Services
 - Coordinated Entry
 - Street Outreach
 - Fayetteville Day Resource Center





Census Tracts

- Social Vulnerability Index potential negative effects on communities
 - 4Themes
 - Socioeconomic Status
 - Household Characteristics
 - Racial & Ethnic Minority Status
 - Housing Type/Transportation
 - High SVI community is more socially vulnerable
 - Focused on most vulnerable community





- Neighborhood Profiles
 - Community Leaders
 - Community Agencies
 - Local Faith Based Agencies
 - Neighborhood Libraries
 - Grocery Stores
 - Medical Providers
 - Local, County & State Agencies





- Social Media
- Public Service Announcements
- Flyer
- Newsletter
- Listserv





- Education is Key
- Explain Medicaid/The Affordable Care Act
- Emphasize the importance of health coverage
- Explain basic terms and other technical vocabulary
- Be willing to advocate for the consumer
- Listen, Listen, Listen
- Speak clearly





- Provide your contact information
- Explain how to make payment
- Clarify when to expect insurance card



