




# CUMBERLAND

## HealthNET

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Executive Director  
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**Mission: To provide access to holistic wraparound services that improve outcomes for individuals with health inequities**

**Vision: Optimal quality of life in our community**



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Mission and Vision



- **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



Our Services

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



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Outreach Approach

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



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Building  
Relationships

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



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Marketing &  
Branding



- 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



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Best Practices

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



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Best Practices


Continued





# Questions

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