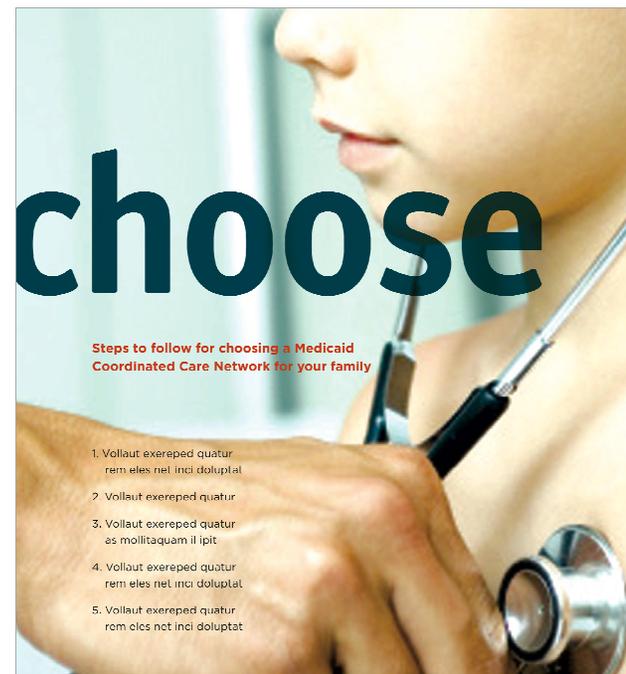
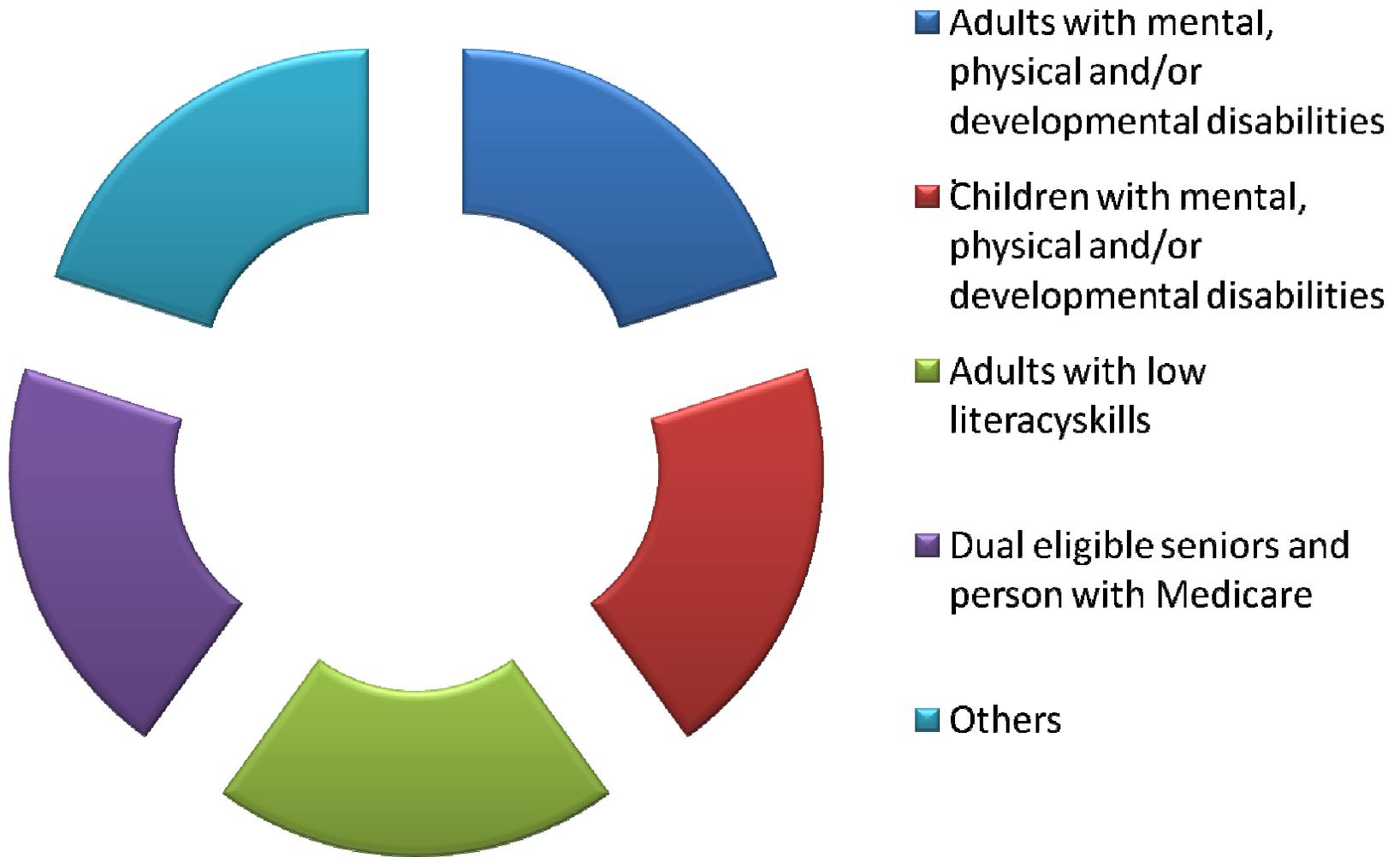


# BAYOU HEALTH

Reaching hard-to-reach populations: DHH BAYOU HEALTH Outreach Team



# Hard-to-Reach populations



# Why focus targeted efforts to reach this group?

- Traditional mailings may not be as easily understood
- To avoid any confusion that could result in enrollees not accessing needed services
- Greater need for specialized medical services
  - Enrollees/Families must comprehend changes to ensure a seamless transition of services

## Mandatory vs. Excluded vs. Voluntary Participation

- All groups need to be educated on coming changes
- Mandatory groups need to know how their Medicaid coverage will change
- Excluded groups need to have accurate information to avoid any confusion
- Voluntary groups need to be educated on their choices

# Targeted messaging to MPP and FOA enrollees

- E-mail and traditional mail campaigns focusing on MPP and FOA enrollees
- Program specific notices to explain which groups are mandatory, excluded or voluntary
- Eye catching HTML e-mails will be developed for specific program enrollees

# Additional Medicaid resources for enrollees and advocates

- LA Medicaid Customer Service Unit (CSU) will receive specialized training to assist callers
- Extended hours of operation at the CSU call center
- Regional outreach staff available for in-service
- Local CCN specific outreach
- Regional Medicaid CCN Specialist
- Walk-in assistance available at local Medicaid office