



CENTRAL HEALTH



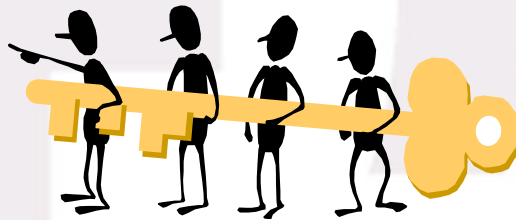
CAN Community Council Meeting

**Maximizing Public Assistance
Enrollment in Central Texas**

July 18, 2011

Navigation and Linkage

*A Successful Collaboration
between Central Health and
Capital Area United Way*



Navigation and Linkage Year 1

- **Central Health Customer Call Center through United Way Capital Area began October 2009**
- **One central phone number: 978-8130**
- **One stop customer service for Medical Assistance Program enrollees & providers**



Navigation and Linkage Year 1

Services

- o Pre-screening for potential MAP eligibility
- o Scheduling of MAP eligibility appointments
- o Referrals to Safety Net Providers
- o Referrals to 2-1-1 for Basic Needs
- o Handled Over 87,000 Calls



Navigation and Linkage

Year 2

- Establishment of a “seamless” system for clients seeking information on healthcare and basic needs services
- Development of timely Safety Net Provider availability information to link clients directly to appropriate and available healthcare services



Navigation and Linkage

Year 2

- **Central Health begins State Program Application Assistance**
 - o Additional staff added and existing MAP eligibility staff cross-trained to assist clients with completing and submitting State Program Applications



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Year 2

- **Enhanced Customer Call Center Services**
 - o Screening for a potential State healthcare funding source
 - o State application assistance appointment scheduling
 - o Routing Travis County individuals calling 2-1-1 seeking help with State applications to the Central Health Customer Call Center



Navigation and Linkage

Year 2

- **Established partnership with insure.a.kid**
 - o insure.a.kid Helpline calls routed to Customer Call Center
 - o Customer Call Center began scheduling insure.a.kid appointments
 - o insure.a.kid began providing individual case management services to Central Health clients with a pended or submitted State Program Application



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Year 2

- In the past 10 months more than 75,000 calls handled
- Since January 2011 assisted in successfully enrolling over 700 clients in State Programs
- Since March 2011 over 2,000 Safety Net Provider referrals made



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