BAYOU HEALTH

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

- Adults with mental, physical and/or developmental disabilities
- Children with mental, physical and/or developmental disabilities
- Adults with low literacy skills
- Dual eligible seniors and person with Medicare
- Others
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