



## Kicking off New Coverage Opportunities

Wednesday, June 8, 2016

8:30 AM – 4:30 PM CDT

The Cook Hotel and Conference Center at LSU

Lod Cook Alumni Center

3838 W. Lakeshore Drive

Baton Rouge, LA 70808

### 8:30 AM – 9:00 AM **Registration & Continental Breakfast**

### 9:00 AM – 9:30 AM **What Healthy Louisiana Means to Our State**

*Speaker: Secretary Rebekah Gee, Department of Health and Hospitals*

With the roll out of Healthy Louisiana, there is an unprecedented opportunity to enroll more Louisianans in the health coverage they need and deserve. And with greater coverage comes increased access to care, higher rates of compensation, improved budget outcomes and more. State enrollment workers, navigators, assisters, advocates and outreach and enrollment organizations will be on the front lines of realizing these outcomes. We want to recognize your work as critical to the success of Healthy Louisiana and equip you with tools to get the job done.

### 9:30 AM – 10:30 AM **Healthy Louisiana Medicaid Expansion 101**

*Speaker: Ruth Kennedy, Department of Health and Hospitals, Medicaid Expansion Project Director*

This session will cover the nuts and bolts of Louisiana's Medicaid expansion. It will answer questions like who is eligible, how do they enroll (who are the nearly 190K people who have already been automatically enrolled?), what's covered under Healthy Louisiana, the state's overarching strategy for enrollment such as the new intersection with SNAP, what is changing under existing programs like disability Medicaid and Take Charge Plus, the importance of retention, and looking ahead to "the new normal."

### 10:30 AM – 10:45 AM **BREAK**



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### 10:45 AM — 12:00 PM **Getting from Enrollment to Improved Health Outcomes**

*Speakers: Jeff Drozda, Chief Executive Office of the Louisiana Association of Health Plans; Sonya Nelson, CEO of Amerigroup; Kyle C. Viator, Plan President for Amerihealth Caritas; Jamie Schlottman, CEO of Louisiana Healthcare Connections; Joann Landry, COO of Aetna Better Health and Karl Lirette, COO of Unitedhealth Community Plan*

Governor John Bel Edwards is on record as saying if all the state succeeds in doing is getting a Medicaid card in the hands of newly eligible adults, we will have failed. The ultimate success of Healthy Louisiana will be the degree to which Medicaid expansion and Healthy Louisiana lead to improved health outcomes for Louisiana. This session will focus on the strategies Louisiana's five Medicaid managed care plans will be using to not only assist with general marketing and outreach but for outreach and education to their newly assigned members, many who will be unfamiliar with insurance and their efforts in assuring access to care for newly eligible adults and the changes in demographics.

### 12:00 PM — 1:00 PM **Lunch**

### 1:00 PM — 2:00 PM **Lessons From the Research**

*Speakers: Stan Dorn, Urban Institute, Senior Fellow, Health Policy Center; Dr. Stephen Barnes, LSU, Division of Economic Development*

Research points to many health and economic benefits of getting individuals and families enrolled in Medicaid. This session will cover the importance of getting people covered and how application assistance can help. We'll also discuss what we know of about the newly eligible population in Louisiana, including data that can help target your outreach and enrollment efforts.

### 2:00 PM — 3:00 PM **Why Outreach Matters**

*Speakers: Donna Cohen Ross, Health Management Associates; Brian Burton, Navigators for a Healthy Louisiana; Susan Todd, 504HealthNet; Amanda Ptashkin, Community Catalyst*

Education and outreach are critical to raising awareness of new programs. For the newly eligible population, outreach will be the avenue that turns "no" into "yes" for so many people who have not qualified for coverage before. In addition, in-person enrollment help will be the key to many



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individuals and families successfully enrolling in Healthy Louisiana. This panel will outline outreach and enrollment best practices in the new coverage landscape.

3:00 PM – 3:15 PM **BREAK**

3:15 PM – 4:15 PM **Messages that Motivate**

*Speakers: Julie Bataille and Riley Greene, GMMB*

We know that there are barriers, real and perceived, that prevent people from seeking and signing up for health coverage. There are also research-based messages that motivate people to check out their coverage options and enroll. This session will review recent audience and message research, providing guidance on key messages to use in communicating with newly eligible consumers and offer suggestions to keep outreach and enrollment conversations fresh year round.

4:15 PM – 4:30 PM **Closing Remarks**