

Oklahoma Health Care Authority
Annual Board Retreat
August 2011

OHCA in the Spotlight

Presented by:

Nico Gomez, Deputy CEO, OHCA

www.okhca.org

Oklahomans Working For Oklahomans



Insure Oklahoma

Dec. 2010- The City Sentinel publishes a feature story on IO with headline of “Since 2004, Insure Oklahoma has grown to helping 32,000 uninsured state residents”.



Aug. 2011- The Edmond Sun monthly business magazine starts a series of articles about options for small businesses to stay viable with health insurance as one of the key issues. Insure OK is featured as a good option for applicable small businesses.



Sep. 2010- eCapitol News covers the legislation and discusses implications of extending the IO program to dependents of individuals on the program in an effort to curb uninsured children.



Patient-Centered Medical Home



STATE HEALTH POLICY BRIEFING PROVIDES AN OVERVIEW AND ANALYSIS OF EMERGING ISSUES AND DEVELOPMENTS IN STATE HEALTH POLICY.

Briefing

A PUBLICATION OF THE NATIONAL ACADEMY FOR STATE HEALTH POLICY

SEPTEMBER 2010

Evaluating the Patient-Centered Medical Home: Potential and Limitations of Claims-Based Data

Sep. 2010- The National Association of State Health Policy highlights OHCA's Patient-Centered Medical Home program. In the brief, the authors highlight the SoonerCare model as an option for other states, as they look to move toward a medical home model of payment.



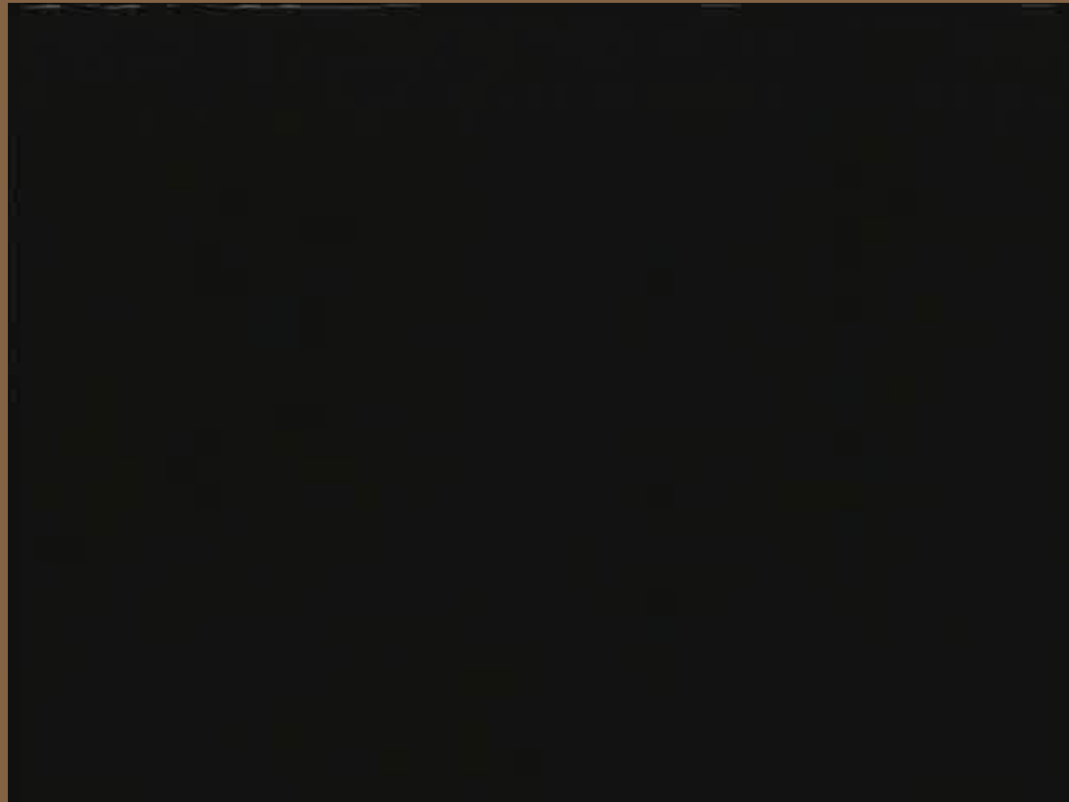
Jul. 2011- The journal *Health Affairs* published a theme issue focused on new directions in systems innovation. Within the issue was a multi-state study of medical home programs, of which Oklahoma was featured and touted as a promising national model.

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Oklahomans Working For Oklahomans



Living Choice Program



http://www.okhca.org/living_choice.aspx?id=12714

New doors are opened for Oklahomans via the Living Choice Program

OKLAHOMA CITY - Wilma Benedict made a choice, she chose to go home. Benedict is an example of an average Oklahoman who was given a choice — continue to live in a nursing home or move home. Prior to October 2009, moving home wasn't an option. She is a part of the Oklahoma Living Choice program, which is run by the Oklahoma Health Care Authority. Living Choice promotes choices for people of all ages with chronic illnesses. The program may allow people to use normal facilities towards transitioning back into the community. The 79-year-old Woodward resident is one of many who are designated for nursing home facilities, and apply it towards transitioning back into the community. The 79-year-old Woodward resident was hospitalized for a long time. This was where Living Choice was able to help. Transition coordinators help people make the move from a facility to living in their own homes. For Wilma, this was a huge attraction to her. This was where Living Choice was able to help. Transition coordinators help people make the move from a facility to living in their own homes. For Wilma, this was a huge attraction to her.

Doors Open For Oklahomans With "Living Choice" Program

Sep. 2010- A series of news releases, aimed at both urban and rural markets, see good exposure in various print media outlets.

Electronic Newborn Enrollment

OPTIMIZING MEDICAID ENROLLMENT: Spotlight on Technology

THE KAISER COMMISSION ON
Medicaid and the Uninsured

JANUARY 2011

Oklahoma's Automatic Newborn Enrollment System

Under the Affordable Care Act (ACA), a national expansion of Medicaid eligibility will take effect on January 1, 2014, extending coverage to 16 million more Americans by 2019. In addition, the health reform law requires a coordinated system for determining eligibility for Medicaid and subsidies for coverage offered through new insurance exchanges. With these new demands on Medicaid eligibility and enrollment processes, and continuing strains on state resources stemming from the recession, the impetus to streamline and automate Medicaid systems has never been greater.

Springing from an earlier report, "Optimizing Medicaid Enrollment: Perspectives on Strengthening Medicaid's Reach under Health Reform," in which the Kaiser Commission on Medicaid and the Uninsured explored how the Medicaid program might be improved to prepare it for its expanded role, this series profiles innovative applications of technology in Medicaid in selected states, illustrating approaches that states can take to enhance their systems and gear up to implement the Medicaid expansion and health reform overall. This fourth in the series examines Oklahoma's web-based system for automatically enrolling eligible newborns in its Medicaid program, known as SoonerCare, and it takes a quick look at the state's more recent implementation of an online SoonerCare application for children and families, pregnant women, and other adults.

What is automatic newborn enrollment?

Under federal law, a newborn whose mother who is enrolled in Medicaid at the time she gives birth is deemed eligible for Medicaid until age 1 (when renewal becomes necessary). In other words, the newborn is *automatically eligible*, and no separate application or eligibility determination is required. Oklahoma has implemented an online enrollment system that ensures that newborns' automatic eligibility translates into actual enrollment in SoonerCare as soon as they are born, without delay. Since no eligibility determination is required or involved, some in the state refer to the automatic newborn enrollment system as a registry.



e-NB1



Summer 2011- CMS opened an initiative for states to submit innovative programs in how they are enrolling kids into Medicaid.



Jan. 2011- Kaiser Commission on Medicaid and the Uninsured highlights e-NB-1 program as premiere way to optimize enrollment.

<https://webinar.cms.hhs.gov/chipreview/>

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SoonerEnroll



Aug. 2011 - SoonerEnroll staff spoke about the program on Citadel affiliated stations. Later in the month bilingual staff, spoke on La Indomable, and OKC area Spanish language station.



<http://www.okhca.org/providers.aspx?id=12274>

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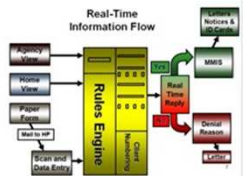
Online Enrollment

States in Focus

Oklahoma Paves the Way for Real-Time Online Enrollment in the Exchange

Two weeks ago, 20 inches of snow left Oklahomans stranded and stuck in their homes. During that time, 780 Oklahomans enrolled in the state's Medicaid and CHIP programs. Mike Fogarty, chief executive officer of the [Oklahoma Health Care Authority](#), credits the achievement to Oklahoma's new real-time online enrollment system. Mike observed, "Under the old legacy system, it would have been unheard of to see that level activity when nearly all state agencies and outreach offices were closed."

Since its launch in September 2010, SoonerEnroll has helped expand access and retention and ease the workload of county-level outreach workers. With this new system, Oklahomans don't have to miss a day of work, and they have the freedom to enroll from the comfort of their home. During the first four months of the new system, 39 percent of enrollees joined online, 14 percent enrolled through the state-run helpline, and 41 percent enrolled at a local outreach office.



For more information on how "SoonerEnroll" works, [check out this informational video](#).

In Oklahoma, enrollment challenges were raised initially by consumer advocates during public meetings regarding Medicaid. The state addressed these concerns by upgrading the enrollment system over three years. During this period, the Oklahoma Health Care Authority engaged outreach workers, numerous state agencies, and consumer advocates to achieve buy-in from various stakeholders. It has been six months since the launch of SoonerEnroll, and beneficiaries as well as advocates are impressed with the process. Local outreach workers, who were previously skeptical, are also particularly

pleased because they have more time to do direct outreach in the community and enroll the people most in need at local offices.

For states considering making similar upgrades to prepare for coordination of exchange in 2014, Mike Fogarty advises: "Do it now. And when you do, make it involved from the beginning and use federal dollars to help supplement the cost."

Feb. 2011 - FamiliesUSA features OK's online enrollment in their *States in Focus* section.

are doing to upgrade technology systems. You may also want to make sure that your state is aware of federal funds that are available to upgrade systems, including [CHIPRA outreach grants](#) and the [90/10 enhanced federal match](#).

May 2011 - During Quality Oklahoma Team Day, Online Enrollment is awarded the Governor's award for *Motivating the Masses*.



News Release

September 20, 2010

OHCA Contact: Jo Kilgore, Public Information Officer

SoonerCare Members Can Choose

OKLAHOMA CITY – Oklahomans who receive their Medicaid benefits through the Oklahoma Health Care Authority (Oklahoma Medicaid) can now renew their coverage through the Authority's new website, [mysooner.org](#).

The website was launched Sept. 7 to give Oklahomans another way to serve them – another way to apply for SoonerCare benefits. They can reach [mysooner.org](#) through any Internet access provider and use the site to renew coverage, apply for benefits and make changes to their personal information on record.

"This site means a tremendous increase in access and convenience for Oklahomans, since it's available around the clock. Applying is quick and easy, and most people will know right away if they qualify for services," said Mike Fogarty, OHCA chief executive officer.

Sep. 2010- News of the new online enrollment system is distributed in a press release and is run in more than 20 papers from all over the state.

EHR incentive program

Jan. 2011 - Oklahoma is the first nation to award an eligible professional an EHR incentive payment.



Jul. 2011 - Oklahoma adds to its “firsts” and presents a payment to a tribal health provider in Tahlequah.

<http://www.youtube.com/user/CMSHHSgov#p/u/46/9bj5RBk5Ch4>

The list continues . . .

□ TEAM DAY- 13 booths, 5 commendations

PCMH

Health Management Program

Care Management Project

Online Enrollment

Payment Accuracy (PERM)

SoonerEnroll

BH Consolidated Claims Processing and
Outcomes

Electronic Provider Notifications

Reducing Residential Psychiatric Treatment

Online Rule Change

Member Advisory

Focus on Excellence

SoonerQuit

• Breast and Cervical Cancer Waiver

- During Breast Cancer awareness month, multiple statewide newspaper feature BCC waiver.