



Making Health Care Coverage Accessible to New Yorkers

Medicaid in 2008 and Beyond
Challenges and Perspectives
United Hospital Fund
July 10, 2008

Division of Coverage and Enrollment
Office of Health Insurance Programs



New York is Making Significant Strides

- Expanded Coverage for Children and Adults
 - Child Health Plus Expansion
 - Family Health Plus Buy-In
 - Family Health Plus Premium Assistance Program
 - Medically Needy Levels
- Simplified Eligibility Rules
 - One statewide Medicaid eligibility level for low-income families, single adults, and childless couples
 - Resource levels aligned
 - Link between public assistance and Medicaid eliminated for single adults
 - No asset test for the Medicare Savings Program



New York is Making Significant Strides

- Made Applying for and Keeping Health Insurance Easier
 - Simplified renewal by implementing self-declaration of income, residency and some deductions at renewal
 - Implemented presumptive eligibility for children
 - Suspend, rather than discontinue, Medicaid eligibility for incarcerated individuals
 - Easier to maintain coverage when moving from county to county



What Else is New York Doing?

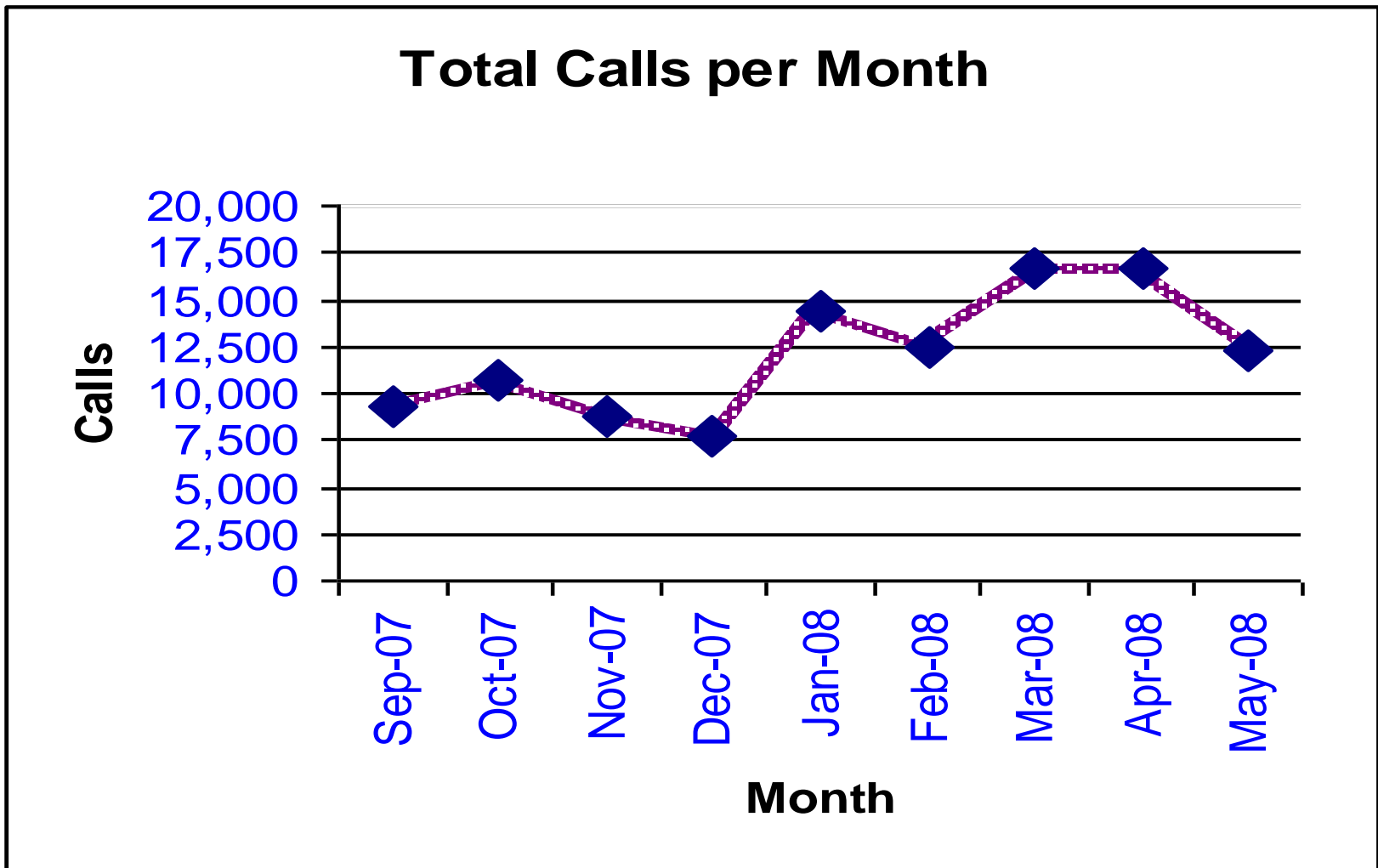
- Launched Connections to Coverage Campaign
 - Media Campaign
 - Established a 12 member outreach team
 - Community-based Campaigns
 - Children's Cabinet
 - State Agency Outreach
 - Statewide Partnerships



Are We Making A Difference?

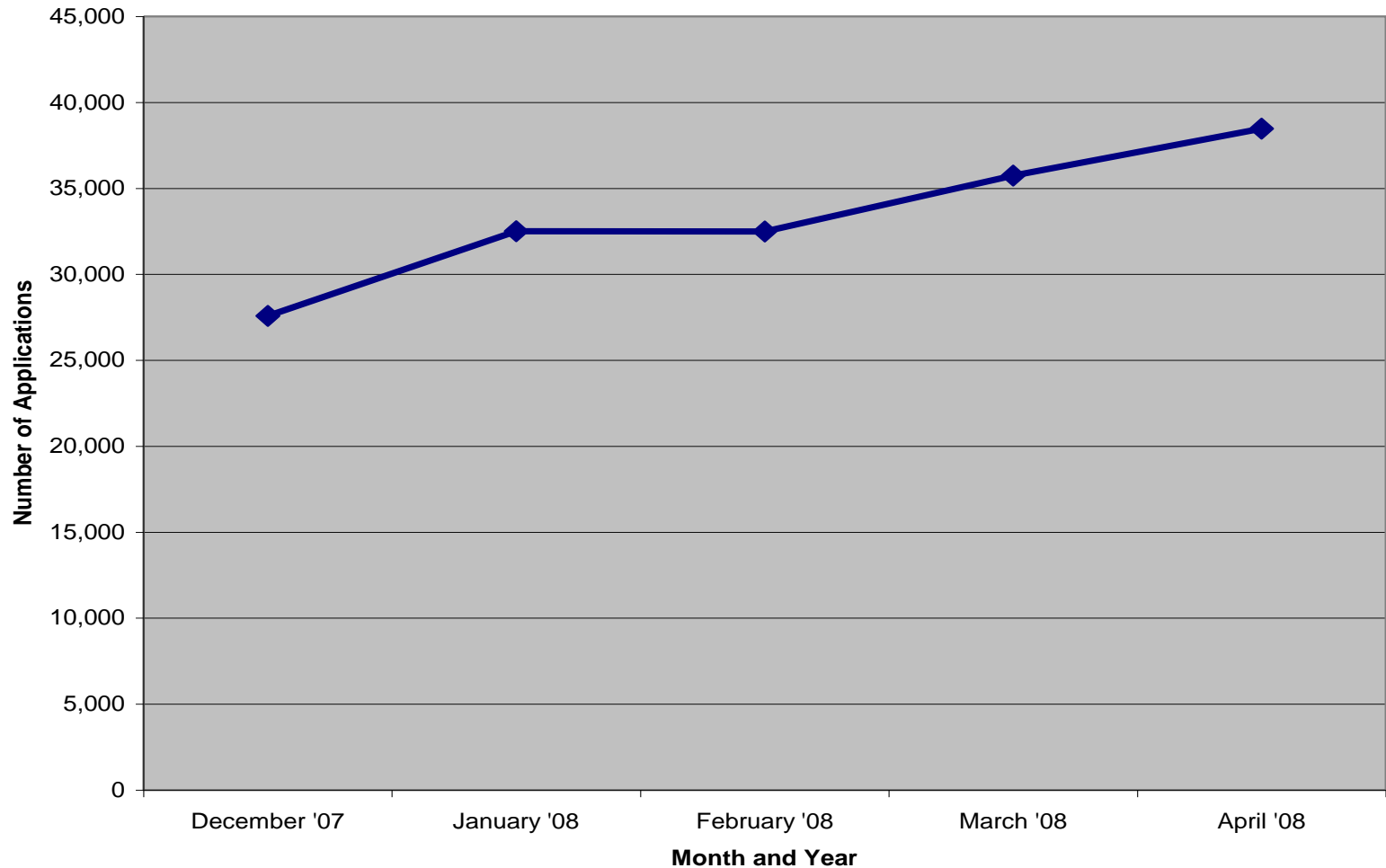
- It is early but there is evidence we are moving in the right direction
 - Enrollment
 - Medicaid enrollment for children has started to increase (8/07 – 1/08)
 - More recent Child Health Plus data shows an increase
 - Disenrollments for children are down
 - Adult enrollment has remained constant
 - Calls to hotline have increased
 - Facilitated enrollment applications have increase

More People are Asking about Health Insurance



More New Yorkers are Seeking Out Coverage

Number of Facilitated Enrollment Applications By Month
December 2007 - April 2008



What is Next to be Implemented?

- Statewide Enrollment Center
- Promote the Child Health Plus Expansion
- Other efforts



Statewide Enrollment Center

- DOH will contract with an entity to accept applications/renewals for Medicaid, Family Health Plus, and Child Health Plus
- Allows us to increase the volume of applications processed and further test simplification strategies
- Supports the goal of enrolling all eligible uninsured in public health insurance



Statewide Enrollment Center

- The Enrollment Center will:
 - Operate a consolidated hotline
 - Centralize renewals for consumers who can self-attest
 - Develop and operate telephone renewal
 - Manage aspects of the FHP Buy-in and the Premium Assistance Program
 - Accept new applications
 - Pilot simplification initiatives
- The Center's actual functions (and timing) will depend on the cost.



Promoting Child Health Plus Expansion

- Our message is clear

New York NOW Covers Every Child

No family makes too much money
to enroll their uninsured children and teens in
health care coverage

- Strategy
 - Ad Campaign (August – September)
 - Earned Media
 - Educational Materials



Other Enrollment and Simplification Projects in the Works

- Resource test
- Spend down
- Category consolidation
- Use of technology/data matching
- EEDSS as a future electronic application
- Tackling churning
- Client notices