

Enrollment Process Improvement

Medical Assistance

Factsheet | March 2016

Beaver County Behavioral Health (BCBH) seeks to create a “seamless system of care that is accessible and continuously available” to residents. This factsheet looks at one example of their efforts at achieving this goal: improving the enrollment process for people seeking medical assistance.

The information in this fact sheet is based on an interview conducted with Jamie Hinkle, the enrollment specialist working at BCBH.

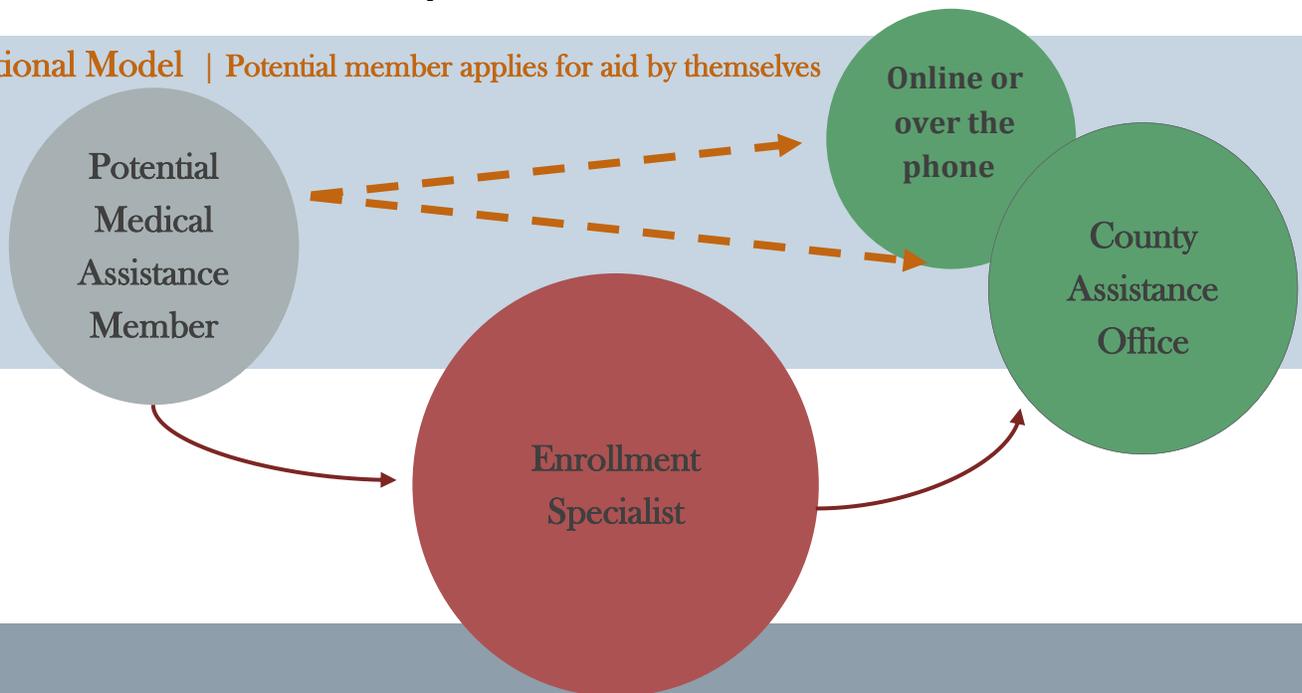
In June of 2012, Beaver County Behavioral Health (BCBH) sought to increase the number of people successfully enrolled in medical assistance. They were aware that there were people coming through BCBH and other agencies around the county that qualified, but were going without the assistance they needed.

One of the largest **barriers** to people enrolling is completing the paperwork: *submitting the application, collecting the correct paperwork and following-up with the proper argument and paperwork when a denial occurs.*

As a strategy to solve this problem, BCBH contracted with Value Behavioral Health (VBH) to find an Enrollment Specialist. VBH is the behavioral health managed care provider for Beaver County. They hired Jamie Hinkle to fill this role. The goal of this partnership was to provide technical assistance to providers that are assisting Beaver residents to expedite and streamline the application process, and increase the number of people served.

Before Jamie was hired, medical assistance applicants were responsible for submitting an application through the online Commonwealth of Pennsylvania Access to Social Services portal, over the phone, or through the County Assistance Office. Jamie’s position was created to support applicants through this process.

Traditional Model | Potential member applies for aid by themselves



New Model | Jamie works with the potential member to apply directly with the County Assistance Office

- ⇒ Completes 18 page application
- ⇒ Compiles appropriate paperwork
- ⇒ Checks on application status
- ⇒ Communicates with county assistance office
- ⇒ Tracks renewal dates to encourage the continuum of care
- ⇒ Contacts physicians to request necessary documentation

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BENEFITS OF NEW MODEL

⇒ A total of 521 people have been approved for medical assistance. The rates of enrollment have exceeded their targets (refer to diagram).

- Medical assistance includes both physical health and behavioral health options, including mental health and substance abuse.

As Jamie said, it is “a whole person approach”

⇒ Fiscal benefits

- Enrolling people in medical assistance allows for county funds to be used in other ways.

⇒ Educating individuals and providers about additional medical assistance options

- Loophole | PH-95. Children under 18 with certain medical conditions.
- Medical Assistance for Workers with Disabilities (MAWD). People who are working, but have a medical condition or are in need of substance abuse or mental health treatment.
- People who need secondary insurance.

IMPORTANCE OF PARTNERSHIPS

⇒ The presence of an enrollment specialist at BCBH provides caseworkers direct assistance and access related to a client's medical assistance status.

⇒ Jamie has a contact at the County Assistance office that she works closely with to provide efficient, quality assistance for members.

⇒ Jamie has made connections with other agencies in town, with the hope of assisting more people apply for medical and behavioral health assistance.

ENROLLMENT RATE

The enrollment rate is the number of people who successfully enrolled out of the total number of applicants.

Target rate was surpassed by over 25%

BCBH's Target

33%

VBH's Target

50%

Jamie's Rate

77%

WHO CAN APPLY?

There is no screening process used prior to submitting an application.

⇒ BCBH/VBH's approach is to submit an application for every person that needs healthcare.

Beaver County residency is the only requirement to apply. People do not have to be referred by a provider, any individual can reach out.

If you need assistance or know someone who does,

contact Jamie Hinkle at:

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