

Medicaid Outreach



Mission

MDHHS provides services and administers programs to improve the health, safety, and prosperity of the residents of the state of Michigan.



Medicaid Outreach Activities

Support – Identify – Enroll

Objective: Inform Medicaid eligible and potentially eligible children and families about the benefits and availability of services provided by Medicaid.

Outcome: Improve access and utilization of Medicaid covered services.

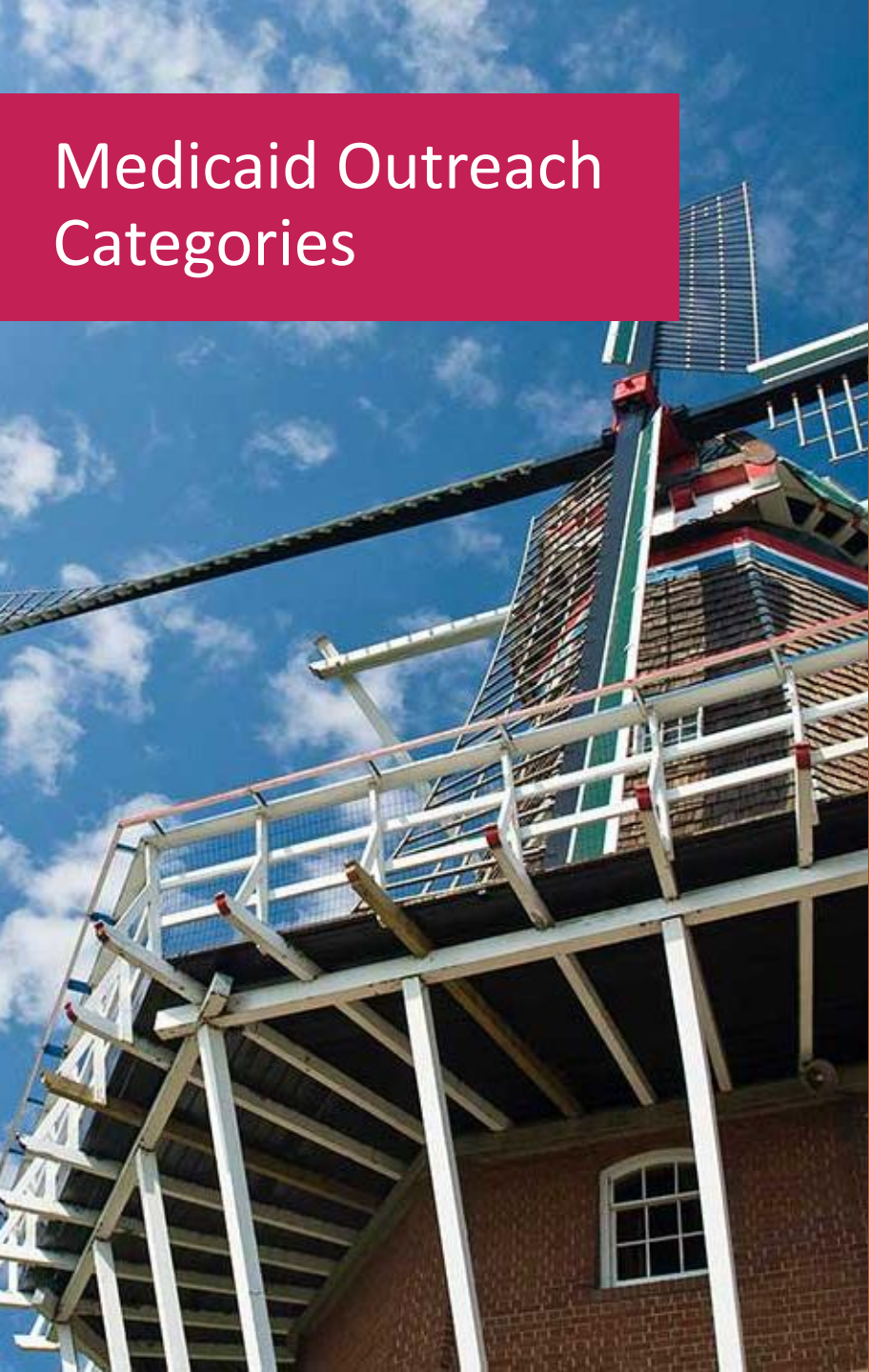
ALL outreach activities **MUST** be specific to the Medicaid program

Medicaid Outreach Categories



Centers for Medicare and Medicaid Services (CMS) approved outreach categories:

- A. Medicaid Outreach and Public Awareness
- B. Facilitating Medicaid Eligibility Determination
- C. Program Planning, Policy Development, and Interagency Coordination Related to Medical Services
- D. Referral, Coordination, and Monitoring of Medicaid Services
- E. Medicaid-Specific Training on Outreach Eligibility and Services
- F. Arranging for Medicaid-Related Transportation
- G. Arranging for or Providing Medicaid-Related Translation Services



Medicaid Outreach Categories

A. Medicaid Outreach and Public Awareness

Activities that **inform** eligible or potentially eligible individuals about Medicaid and how to access Medicaid programs

Distribute information about Medicaid through media sources, health fairs and other community forums

Medicaid Outreach Categories

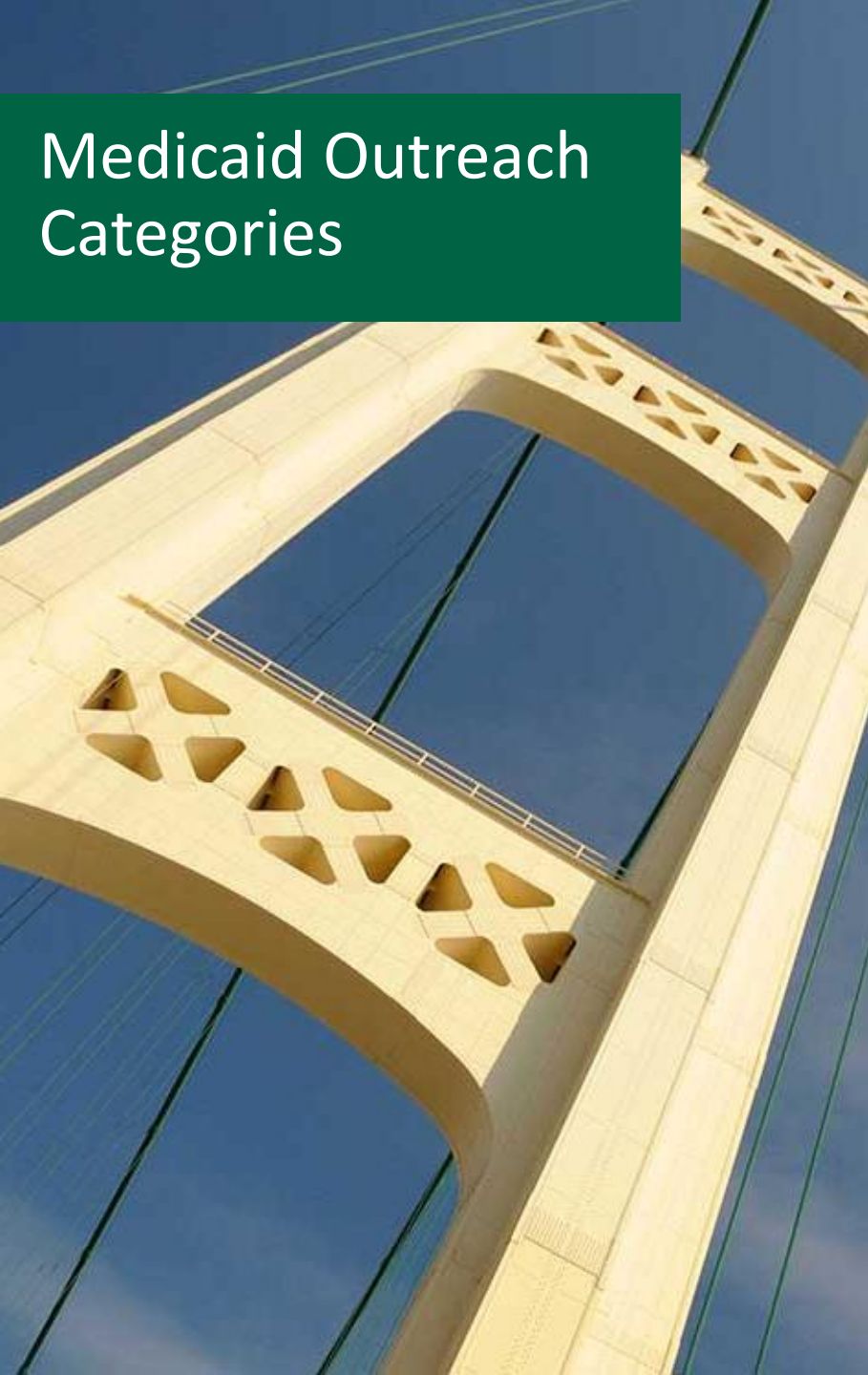


B. Facilitating Medicaid Eligibility Determination

Assisting an individual and/or family become eligible for Medicaid

Providing the Medicaid application form or facilitating the completion of the enrollment process

Community health workers are advocates that provide a direct link to resources and can help overcome barriers



Medicaid Outreach Categories

C. Program Planning, Policy Development, and Interagency Coordination Related to Medical Services

Activities that Local Health Department (LHD) staff perform **in collaboration** with agencies/organizations outside the LHD to **ensure the delivery** of Medicaid-covered services

Tracking referrals and coordination of services with Medicaid Health Plans

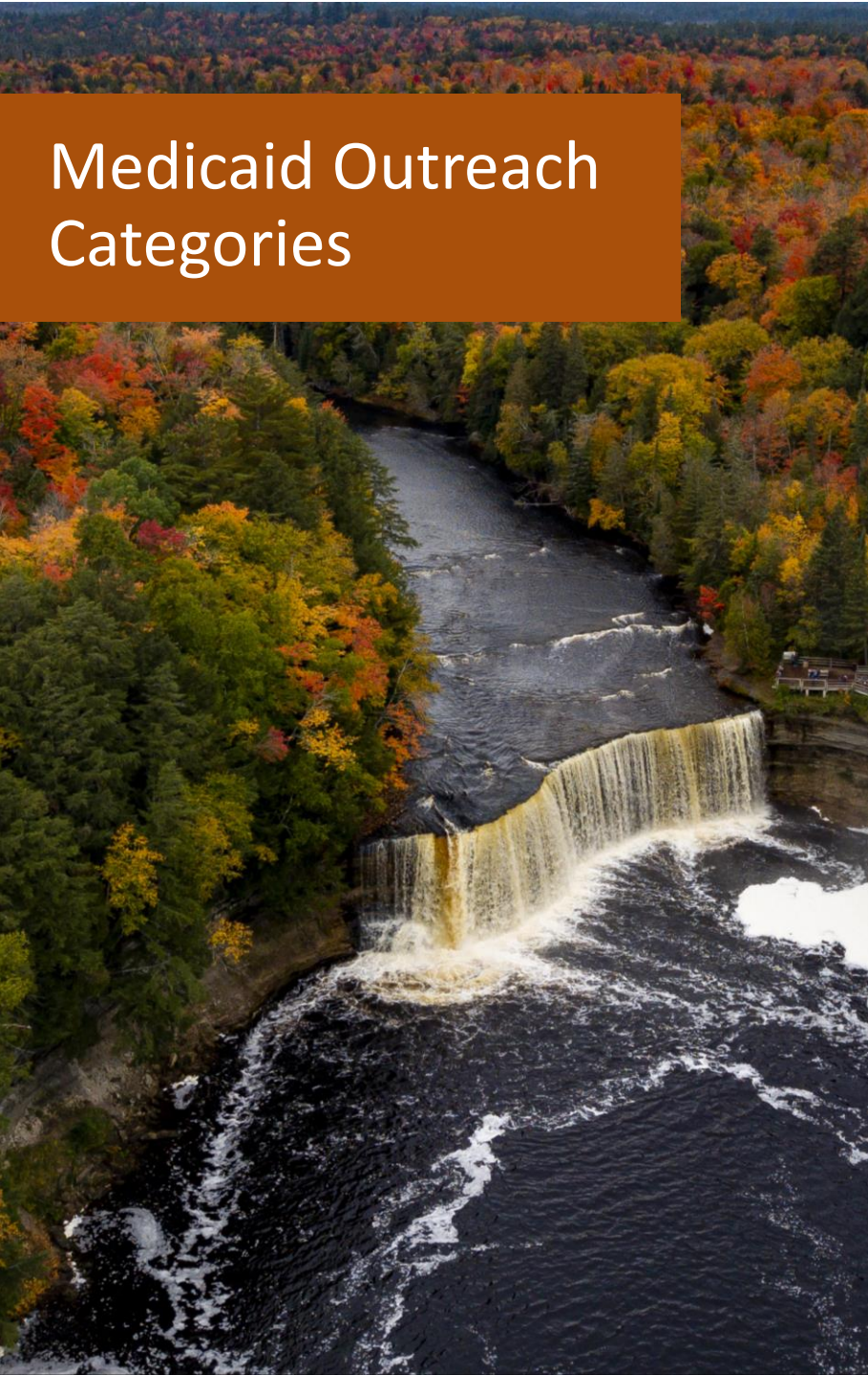
Medicaid Outreach Categories



D. Referral, Coordination and Monitoring of Medicaid Services

Developing appropriate **referral sources** for program-specific services and **monitoring the delivery** of Medicaid services within the LHD

Improve collaboration around early identification of medical/dental problems

An aerial photograph of a river flowing through a dense forest with vibrant autumn foliage in shades of orange, yellow, and green. A small waterfall cascades over a rocky ledge into a pool of water below, creating white foam. The river continues upstream into the distance.

Medicaid Outreach Categories

E. Medicaid-Specific Training on Outreach Eligibility and Services

Coordinating, conducting, or participating in training events/seminars for staff who provide outreach services regarding the benefits of the Medicaid program

Develop and present training modules regarding Medicaid eligibility and benefits

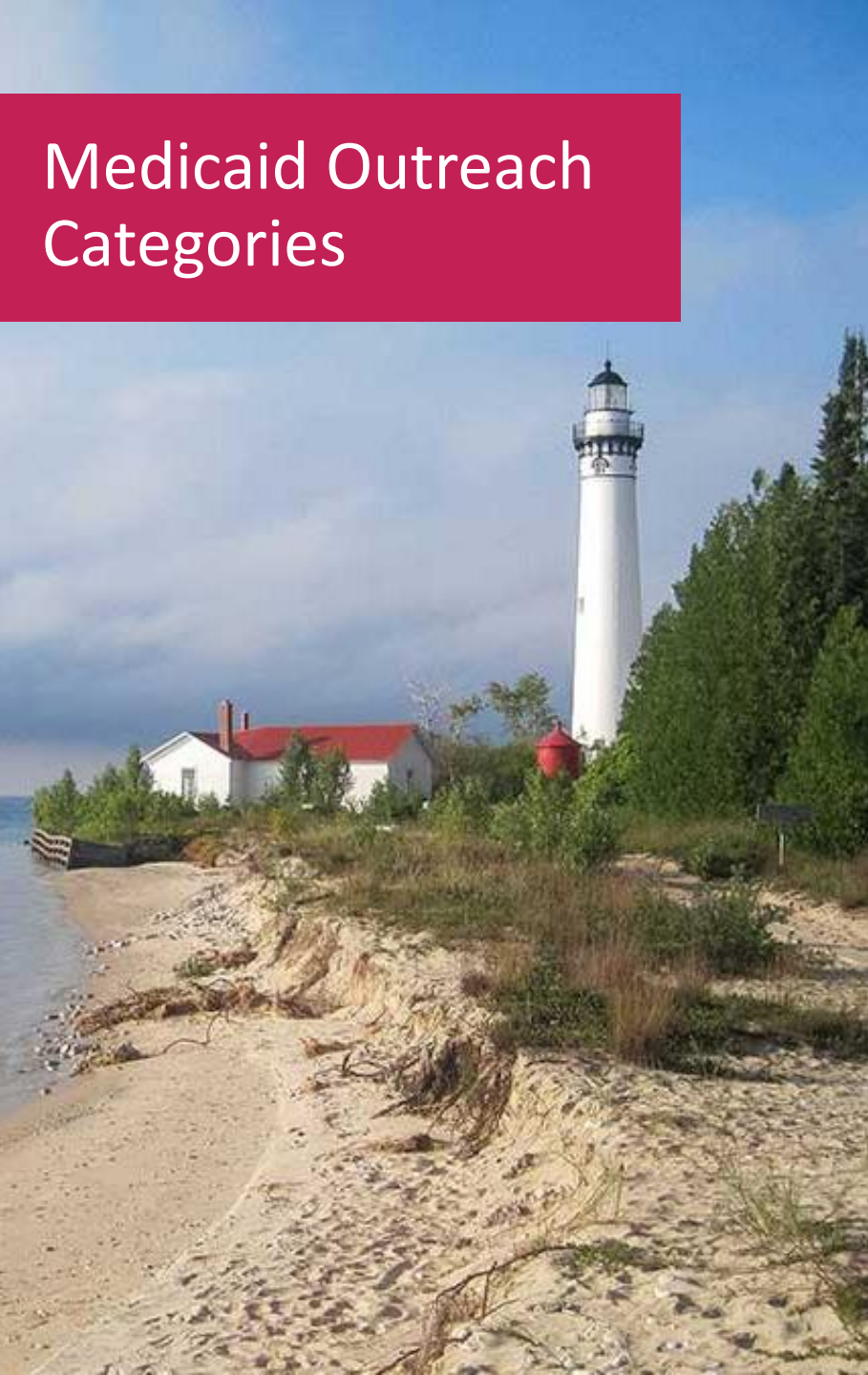
Medicaid Outreach Categories



F. Arranging for Medicaid-Related Transportation

Arranging and/or scheduling transportation to and from Medicaid-covered services for a Medicaid-enrolled individual.

Note: This does **NOT** include activities that contribute to the actual billing of transportation as a medical service.



Medicaid Outreach Categories

G. Arranging for or Providing Medicaid-Related Translation Services

Arranging and/or providing translation services that assist an individual to understand necessary care and treatment

Applicable when translation services are **NOT** included as part of a direct medical assistance service

Direct Services

Direct Services are actual services provided to an individual/family

Examples include:

- MIHP visit
- Immunization shots
- TB screening and treatment
- Performing a pregnancy test
- Clinic visit
- STI screening
- School hearing and vision testing
- Blood lead screening

Direct services are **NOT** claimable as outreach activities

Tracking Medicaid Outreach

Quarterly Summary Report

- Provides an overview of Medicaid outreach activities performed during the previous three months
- Includes all paperwork, clerical activities, staff travel, or training directly related Medicaid Outreach activities
- Maintain sufficient documentation in support of administrative claims



Tracking Medicaid Outreach

Reporting Requirements

- ✓ Name of Local Health Department
- ✓ Name and contact information of the individual completing the report
- ✓ Time period the report covers (e.g., FY23: 2nd quarter, or January – March)
- ✓ Types of services provided during the quarter
(**Note:** Include examples of the types of services, instead of every single activity)
- ✓ Number of clients served
- ✓ Amount of funds expended during the quarter and total expenditures
- ✓ Number of full-time equivalents (FTEs) who provided these activities

Tracking Medicaid Outreach

Quarterly Summary Report

Due no later than 1 month after the end of the quarter

(e.g., 1st quarter is October – December. The quarterly report is due no later than January 31st)

Exception - The 4th quarter report is due at the same time as the final financial status report (FSR)

Quarterly reports must be attached to the Source of Funds/Federal Medicaid Outreach line on the FSR in EGrAMS



Resources



Health & Human Services



Assistance
Programs



Adult & Children's
Services



Safety & Injury
Prevention



Keeping Michigan
Healthy



Doing Business with
MDHHS



Inside
MDHHS



Michigan Department of Health & Human Services

Medicaid Renewals



At the start of the federal COVID-19 Public Health Emergency (PHE) we stopped the Medicaid renewal process. Renewals are restarting. If you have Medicaid, MICHild, or Healthy Michigan Plan you may need to go through the renewal process. This is to find if you are still eligible for free or low-cost Medicaid coverage.



Michigan.gov/MDHHS

Medicaid and CHIP Renewals Outreach and Educational Resources

CMS has created different materials and resources to help people with Medicaid or CHIP take steps to renew their health coverage or find other coverage options.

Want to learn more about your state's Medicaid program? [Find contact and enrollment information.](#)

Communications Toolkit

What's in the Toolkit? The toolkit includes important messages and sample materials (like drop-in articles, social media messages, and flyers) for states and other partners to use.

Who can use the toolkit? States, CMS partners, community organizations, health professionals, schools, and other stakeholders who interact with people who have Medicaid or CHIP.



InsureKidsNow.gov

Enter keyword



| [Get Email Updates](#) |

[En Español](#)

1-877-KIDS-NOW (1-877-543-7669)

**Find Coverage for
Your Family ▼**

**Campaign
Information ▼**

**Outreach Tool
Library**

Webinars & Videos ▼

**Campaign Notes
eNewsletter ▼**

Initiatives ▼

Outreach Tool Library

The [Connecting Kids to Coverage National Campaign](#) works with outreach grantees and a variety of partners—including government agencies, community organizations, health care providers, schools and others—throughout the nation, with a focus on reaching children and teens who are eligible for Medicaid and the Children’s Health Insurance Program (CHIP), but are not enrolled.

The Campaign has produced various resources to help our outreach partners connect kids to coverage and spread the word about Medicaid and CHIP resources. From [customizable materials](#) (PDF, 5.1 MB) like select posters and palmcards to social media messages and images to strategies and ideas, InsureKidsNow.gov provides a wide range of free outreach materials to help support your outreach initiatives—explore the resources!

Annual Budget

MI E-Grants System (EGrAMS)

10/01 – 09/30

- Title 2 Part 200 - Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards
- Budget should reflect all planned expenditures and revenues associated with the program



<https://egram-mi.com/mdhhs>

<https://www.ecfr.gov>



Budget Preparation

Source of Funds

- Federal Medicaid Outreach
- Required Match – Local

Local Fund Types

- Salaries and wages
- Fringe Benefits
- Travel and Training
- Supplies and Materials
- Communications
- Rent
- Space Expenses

Subcontracting



Local Health Responsibilities

- Monitoring activities to assure compliance with federal guidelines
- Review financial information and performance reports
- Review single audits
- Assess risk and conduct reviews
- Issue corrective action plans as necessary
- Maintain a copy of contract and monitoring notes

Kyle Norman
Medicaid Outreach and Oral Health Specialist
Email: NormanK3@michigan.gov
Phone: (517) 285-2305