

From Coverage to Care



Partner Webinar

March 8, 2018, 1 p.m. ET

Centers for Medicare & Medicaid Services
Office of Minority Health

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Attendees Access Code: N/A

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Agenda

- Welcome & Logistics
- SAMHSA Overview
- CMS OMH Overview
- From Coverage to Care (C2C) Overview
- Roadmap to Behavioral Health
- How to Get Involved
- Guest Speakers

Speakers



Ashley Peddicord-Austin, M.P.H.
Health Insurance Specialist
CMS Office of Minority Health



Monique LaRocque, M.P.H.
Moderator [C]
CMS Office of Minority Health

Improving Access to Behavioral Health: A Partnership with CMS' Office of Minority Health

Larke Nahme Huang, Ph.D.

Director, Office of Behavioral Health Equity

Substance Abuse and Mental Health Services Administration

U.S. Department of Health and Human Services



SAMHSA
Substance Abuse and Mental Health
Services Administration

About SAMHSA: The Substance Abuse and Mental Health Services Administration

Agency Mission: Prevention, Treatment and Recovery for People with or at-risk of Mental and Substance Use Disorders

Grant-making

- State Mental Health and Substance Abuse Treatment and Prevention Block Grants
- Portfolio of Discretionary/Topic Specific Grants to states, local jurisdictions, tribes, communities and non-profit entities and faith and community-based organizations

Training and Technical Assistance

- Grantee specific and to the broader field;
- Topical technical assistance centers
- Evaluations and data

Policy Initiatives

- Policy academies; State directors' letters, guidance for best practice, etc.

SAMHSA Office of Behavioral Health Equity (OBHE)

Vision: to achieve behavioral health equity for minority, underserved communities across the country by:

- *Strategically focusing on improving access, use and outcomes of services for these communities*
- *Leveraging the National Culturally and Linguistically Appropriate Services (CLAS) Standards, as part of the QI process*
- *Addressing the social determinants of health*

Five Domains of Focus

Office of Behavioral Health Equity

DATA

Enhancing measurement and data strategies in SAMHSA and the broader field to identify, monitor, and respond to these disparities

POLICY

Promoting policy initiatives that strengthen the impact of programs in improving minority health and advancing behavioral health equity

WORKFORCE DEVELOPMENT PRACTICE IMPROVEMENT

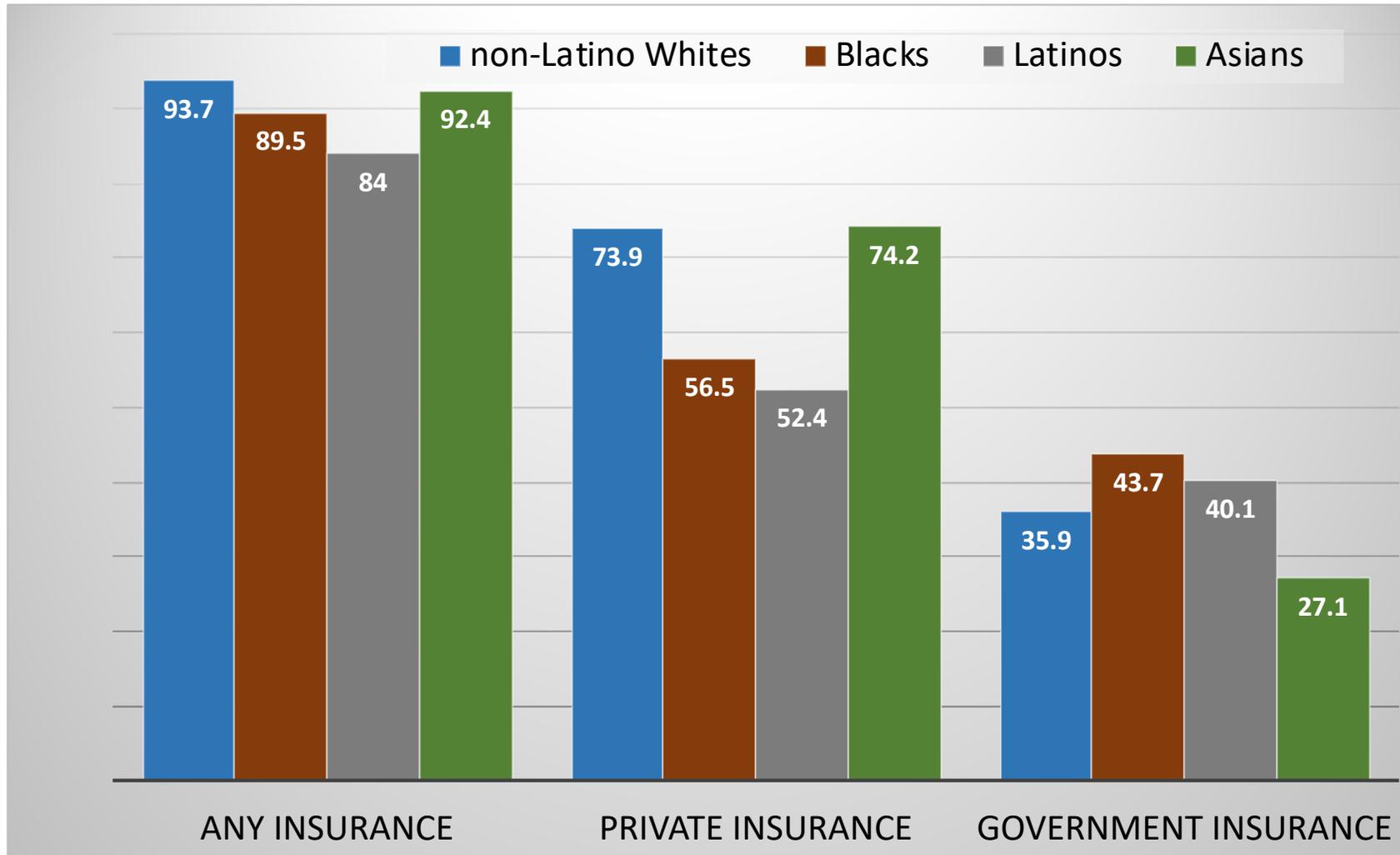
Expanding the behavioral health workforce capacity to improve outreach, engagement, and quality of care for minority and disadvantaged populations

COMMUNICATIONS

Elevating communications nationally by serving as a trusted broker of behavioral health disparity and equity information

TECHNICAL ASSISTANCE & CUSTOMER SERVICE

U.S. Health Insurance Coverage, % by Race (2016)



Barnett, Jessica C. and Edward R. Berchick, Current Population Reports, P60-260, Health Insurance Coverage in the United States: 2016, U.S. Government Printing Office, Washington, DC, 2017.

Access PDF here: <https://www.census.gov/content/dam/Census/library/publications/2017/demo/p60-260.pdf>

Slide from M. Alegria, 2018

Strategy Briefs for Behavioral Health Organizations to Promote Health Insurance Enrollment – Partnerships with Ethnic Organizations



Strategies for Behavioral Health Organizations to Promote New Health Insurance Opportunities

In American Indian and Alaska Native Communities

The Affordable Care Act (ACA) provides new health care options for Americans. The ACA brings affordable health insurance coverage and expanded access to mental health and substance use disorder



services to millions of Americans. Community outreach and enrollment efforts can play a vital role in making sure that uninsured individuals learn about new health insurance opportunities. Organizations, including behavioral health providers, working with American Indian and Alaska Native (AI/AN) individuals and families face unique outreach and enrollment challenges. Some of these challenges include homelessness, confusion around AI/AN-specific and general social service programs, difficulties with transportation to the public health care system, and financial barriers such as high out-of-pocket medical expense prescription costs.

This strategy brief provides 10 strategies your organization can use to help introduce individuals and families to the new health insurance options. Examples are provided from organizations that have successfully used these strategies.



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Strategies for Behavioral Health Organizations to Promote New Health Insurance Opportunities

In Asian American, Native Hawaiian, and Pacific Islander Communities

The Affordable Care Act (ACA) provides new health care options for Americans. The ACA brings affordable health insurance coverage and expanded access to mental health and substance use disorder services to millions of Americans. Community



outreach and enrollment efforts can play a vital role in making sure that uninsured individuals learn about new health insurance opportunities. Organizations, including behavioral health providers, working with Asian American, Native Hawaiian, and Pacific Islander (AANHPI) individuals and families face unique outreach and enrollment challenges. Some of these challenges include an insufficient number of trained bilingual staff, lack of staff with the language and cultural skills to do effective outreach and engagement, distrust of or lack of information about the western health care system, great diversity between AANHPI subgroups, and financial barriers such as high-out-of-pocket medical expenses and prescription costs.

This strategy brief provides 10 strategies that your organization can use to help introduce AANHPI individuals and families to the new health insurance options. Examples are provided from organizations that have successfully used these strategies.



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Strategies for Behavioral Health Organizations to Promote New Health Insurance Opportunities

In African American Communities

The Affordable Care Act (ACA) provides new health care options for Americans. The ACA brings affordable health insurance coverage and expanded



access to mental health and substance use services to millions of Americans. Community outreach and enrollment efforts can play a vital role in making sure that uninsured individuals learn about new health insurance opportunities. Organizations, including behavioral health providers, working with African American individuals and families face unique outreach and enrollment challenges. Some of these challenges include homelessness, lower rates of health care utilization, and financial barriers such as high out-of-pocket medical expenses and prescription costs.

This strategy brief provides 10 strategies that your organization can use to help introduce African American individuals and families to the new health insurance options. Examples are provided from organizations that have successfully used these strategies.



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Strategies for Behavioral Health Organizations to Promote New Health Insurance Opportunities

In Latino and Hispanic Communities

The Affordable Care Act (ACA) provides new health care options for Americans. The ACA brings affordable health insurance coverage and expanded access to mental health and substance use disorder



services to millions of Americans. Community outreach and enrollment efforts can play a vital role in making sure that uninsured individuals learn about new health insurance opportunities. Organizations, including behavioral health providers, working with Latino and Hispanic individuals and families face unique outreach and enrollment challenges. Some of these challenges include homelessness, isolated communities with few English speakers, past experiences with discrimination, and financial barriers such as high out-of-pocket medical expenses and prescription costs.

This strategy brief provides 10 strategies that your organization can use to help introduce Latino and Hispanic individuals and families to the new health insurance options. Examples are provided from organizations that have successfully used these strategies.

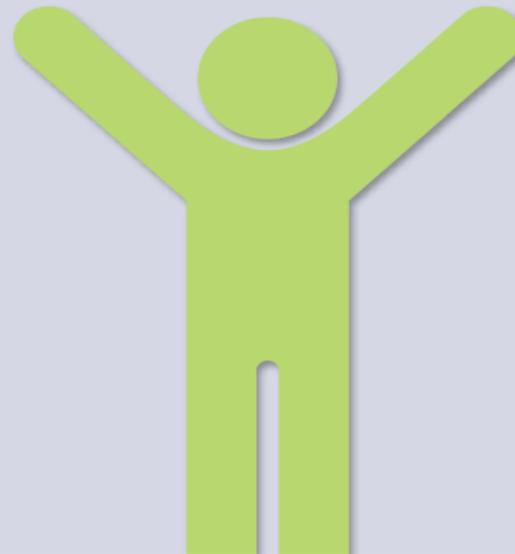


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Roadmap to Behavioral Health - Partnership with CMS

A ROADMAP TO BEHAVIORAL HEALTH

A Guide to Using Mental
Health and Substance
Use Disorder Services



[Download PDF](#)

Selected Resources

- SAMHSA Behavioral Health Equity Resources (in language products)
<https://www.samhsa.gov/behavioral-health-equity/resources>
- National CLAS Standards website
<https://www.minorityhealth.hhs.gov/omh/browse.aspx?lvl=2&lvlid=53>
- National Network to Eliminate Disparities in Behavioral Health (The NNED)
www.nned.net

Overview

CMS OMH

Mission

To ensure that the voices and the needs of the populations we represent (racial and ethnic minorities, sexual and gender minorities, and people with disabilities) are present as the Agency is developing, implementing, and evaluating its programs and policies.

Vision

All CMS beneficiaries have achieved their highest level of health, and disparities in health care quality and access have been eliminated.



From Coverage to Care (C2C)

What is C2C?

C2C aims to help individuals understand their health coverage and connect to primary care and the preventive services that are right for them, so they can live a long and healthy life.



C2C Webpage

go.cms.gov/c2c

En Español

CMS Equity Plan for Medicare

From Coverage to Care

C2C Consumer Resources

Prevention Resources

5 Ways to Make the Most of Your Coverage

Roadmap to Better Care

C2C Partner Resources

Get Involved

Connected Care: The Chronic Care Management Resource

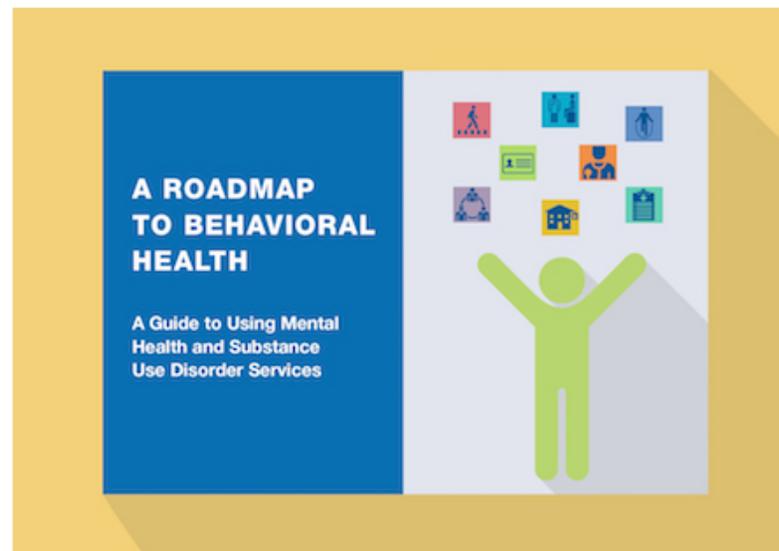
Rural Health

Advancing Health Equity R & D

Health Observances

Webinars & Events

From Coverage to Care



Spotlight

A Roadmap to Behavioral Health

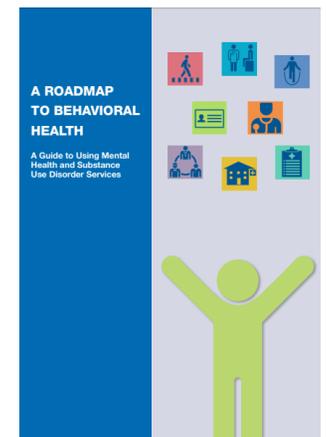
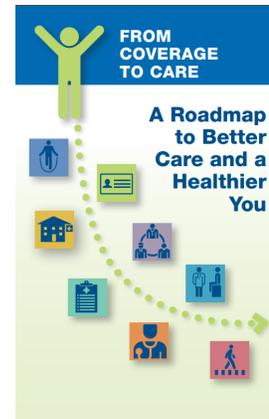
This new resource focuses on behavioral health as a companion guide to the Roadmap to Better Care and a Healthier You to offer important information about mental health and substance use disorder services, finding a behavioral health provider, defining behavioral health terms, receiving services, and following up on care.

[Download the Roadmap to Behavioral Health](#)

From Coverage to Care (C2C) is an initiative, developed by the Centers for Medicare & Medicaid Services, to help you understand your health coverage and connect to primary care and the preventive services that are right for you, so you can live a long and healthy life. We understand health insurance can be a bit overwhelming and confusing at first, however there are many ways you can make the most of it.

C2C Resources

- Roadmap to Better Care and a Healthier You
- 5 Ways to Make the Most of Your Health Coverage
- Roadmap to Behavioral Health
- Manage Your Health Care Costs
- Enrollment Toolkit
- Prevention Resources
- Partner Toolkit and Community Presentation



go.cms.gov/c2c

5 Ways to Make the Most of Your Health Coverage



Ways to make
the most of your
health coverage

Now that you have health coverage, here is what you can do to put your health first and live a long and healthy life.

- A quick reference material to start the journey from coverage to care
- Available in Arabic, Chinese, English, Haitian Creole, Korean, Russian, Spanish, and Vietnamese

5 Ways to Make the Most of Your Health Coverage



1 Confirm your coverage

- Be sure your enrollment is complete. Contact your health plan and/or state Medicaid office.
- Pay your premium if you have one, so you can use your health coverage when you need it.



2 Know where to go for answers

- Contact your health plan to see what services are covered, and what your costs will be.
- Read the *Roadmap to Better Care and a Healthier You* to learn about key health insurance terms, like coinsurance, and deductible.



3 Find a provider

- Select a health care provider in your network who will work with you to get your recommended health screenings.
- Remember you might pay more if you see a provider who is out-of-network.



4 Make an appointment

- Confirm your provider accepts your coverage.
- Talk to your provider about preventive services.
- Ask questions about your concerns and what you can do to stay healthy.



5 Fill your prescriptions

- Fill any prescriptions you need.
- Some drugs cost more than others. Ask in advance how much your prescription costs and if there is a more affordable option.

For more information about *From Coverage to Care*, visit go.cms.gov/c2c



CMS Product No. 11968
March 2016

How to Maximize Your Health Coverage

Animated Video “*How to Maximize Your Health Coverage*”

All videos available in English and Spanish.



Shorter Series:

- Confirm Your Coverage
- Know Where to Go for Answers
- Find a Provider
- Make an Appointment
- Fill Your Prescriptions

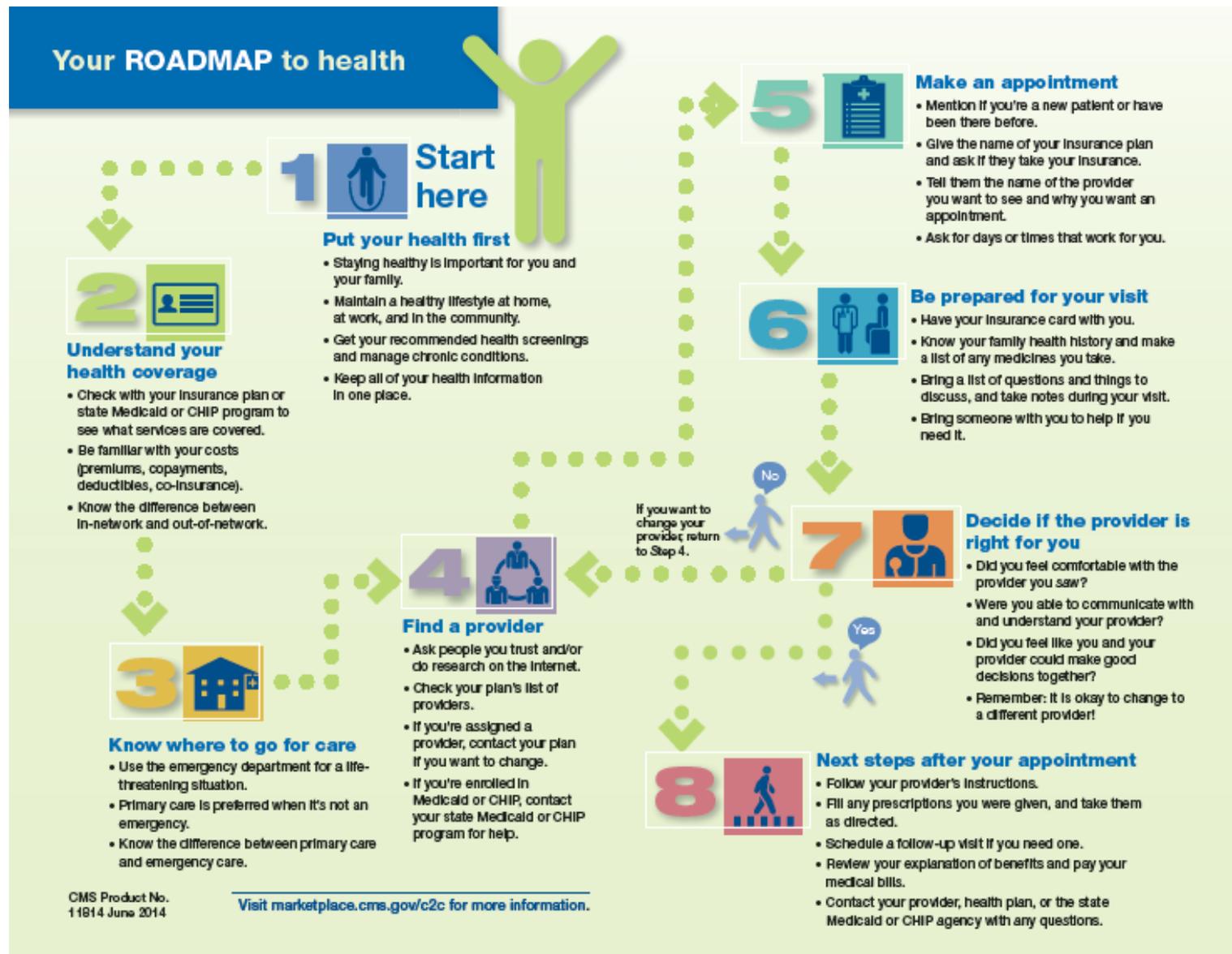
Roadmap to Better Care and a Healthier You

- Explains what health coverage is and how to use it to get primary care and preventive services
- Roadmap Poster
- Consumer Tools:
 - Insurance card
 - Primary Care vs. Emergency Care
 - Explanation of Benefits
- Pull-out step booklets
- Available in 8 languages
- Tribal version
- Customizable version



[go.cms.gov/c2c](https://www.go.cms.gov/c2c)

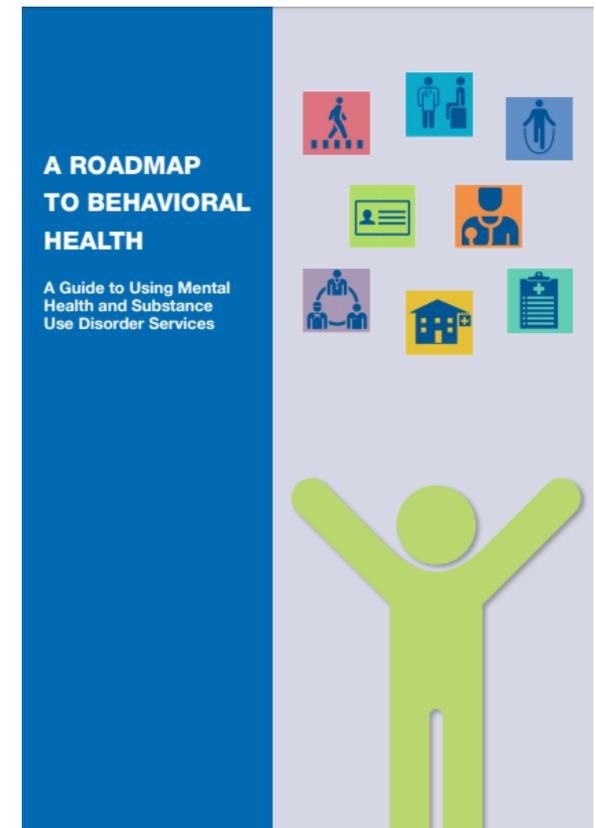
From Coverage to Care Roadmap



Roadmap to Behavioral Health

Roadmap to Behavioral Health

- Use this guide with the *Roadmap to Better Care and a Healthier You* to understand how to use your coverage to improve mental and physical health.
- This guide adds to the 8 steps to give important information about behavioral health.



Step 1: Understand Your Behavioral Health

Key Points for Consumers

- Behavioral health is a key part of a person's overall health and includes mental disorders, substance use disorders, co-occurring disorders, and co-existing disorders.
- Behavioral health conditions are common.
- Behavioral health care usually starts with a screening and includes treatment and recovery services and support.

Key Questions for Consumers

- Have you had a screening for behavioral health recently?
- Have you had any warning signs you should talk to a doctor about?



STEP 1

2

3

4

5

6

7

8

Step 2: Learn About Health Insurance

Key Points for Consumers

- Most health plans must cover certain health benefits. This includes mental health and substance use services, such as:
 - Access to behavioral health providers
 - Treatments like psychotherapy, counseling, and medication
 - Inpatient services, like a hospital or emergency room visit
 - Pre-existing conditions
 - Preventive services, like alcohol and depression screenings
- “Parity” = similar rules for coverage of mental health and substance use disorder services as for physical health.

INSURANCE COMPANY NAME

Plan type 4	Member Name: Jane Doe 1
Effective date	Member Number: XXX-XX-XXX 2
	Group Number: XXXXX-XXX 3
Prescription Group # XXXXX	PCP Copay \$15.00 5
Prescription Copay 7	Specialist Copay \$25.00
\$15.00 Generic	Emergency Room Copay \$75.00
\$20.00 Name brand	Member Service: 800-XXX-XXXX 6

Key Questions for Consumers

- Do you have an insurance card? Can you find your copay amount?
- Do you know where to find out more about what is covered under your health coverage for behavioral health?



Step 3: Where to Go For Help and Treatment

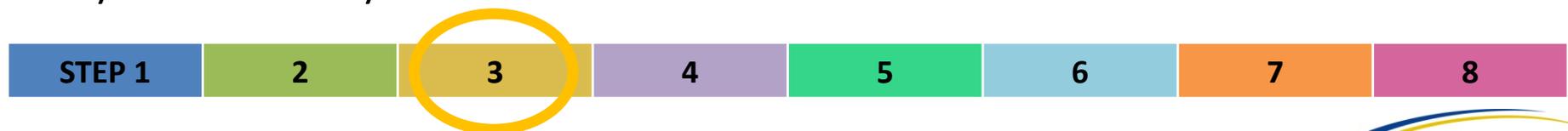
Key Points for Consumers

- Primary care providers can offer recommended screenings or referrals.
- Behavioral health providers are specially trained to work with people experiencing mental and substance use disorders. They work in hospitals, community mental health clinics, substance use treatment centers, primary care clinics, school-based health centers, college counseling centers, and private practices.
- Emergency departments are for a crisis like an emergency or a life-threatening situation.



Key Questions for Consumers

- Do you know how your costs would be different if you went to a provider's office versus the Emergency Department?
- Do you know how your care would be different?



Step 4: Find a Behavioral Health Provider

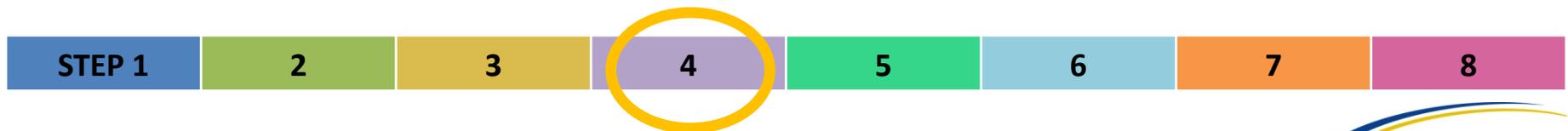
Key Points for Consumers

- There are different types of behavioral health providers.
- Ask your primary care provider for help deciding between types: psychiatrists, clinical psychologists, clinical social workers, counselors, and more.
- A Network is a system of facilities, providers, and suppliers your health insurer has an agreement with to provide you with health care services.



Key Questions for Consumers

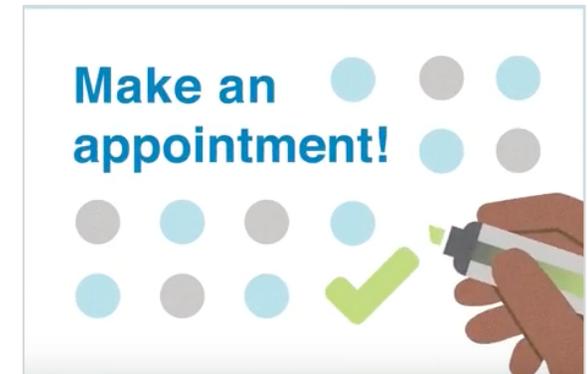
- Do you have a primary care provider? How about a behavioral health provider?
- Where is your health plan's directory?



Step 5: Make an Appointment with a Behavioral Health Provider

Key Points for Consumers

- Confirm the provider accepts your insurance and learn what your cost will be.
- Check what mental and substance use conditions the provider treats, or describe what you have been experiencing to be sure they offer the right help.
- Tell the office now if you have limited mobility, need an interpreter, or other assistance for your appointment.



Key Questions for Consumers

- Did you write down the appointment information where you will remember it?
- Do you know how to get to the provider's office?



Step 6: Prepare for Your Appointment

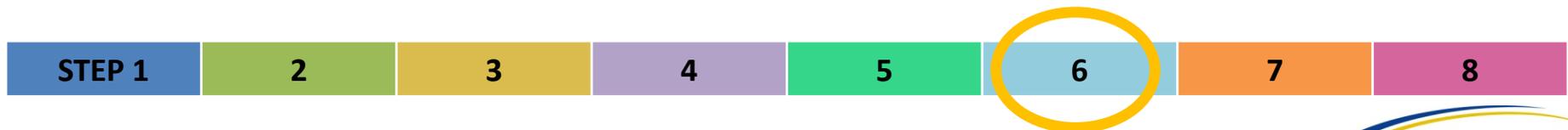
Key Points for Consumers

- Know what to take to your appointment: insurance card, photo ID, payment, and a list of any health history, known allergies, or current medications.
- Write down any questions you have for your provider.
- Make a list of symptoms you have been experiencing, how long you've had them, and how they impact your life.



Key Questions for Consumers

- Do you currently take any medications? Do you have a list?
- Would you feel more comfortable if a family member or friend came with you?



Step 7: Decide if the Behavioral Health Provider is Right For You

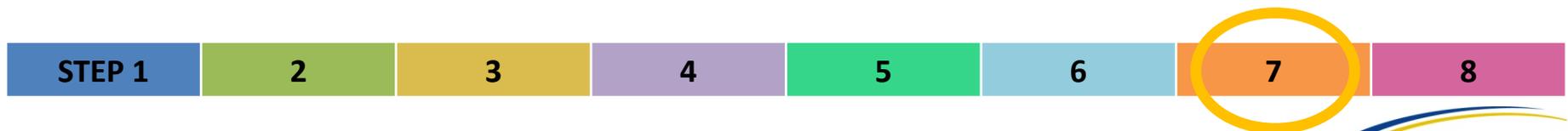
Key Points for Consumers

- You should feel you can work with, trust, and be comfortable talking to your behavioral health provider.
- It is also important to share in decision-making about your treatment. Make sure you are comfortable with the treatment plan and it fits your needs. Talk about any concerns and questions you may have.
- Trusting and working with your provider will help you feel and stay better. Trust is built over time through repeat appointments and open communication.



Key Questions for Consumers

- Did you feel like you were respected and listened to? Were your needs addressed?
- Is this provider someone you will go back to and work with over time?



Step 8: Next Steps to Stay Healthy on the Road to Recovery

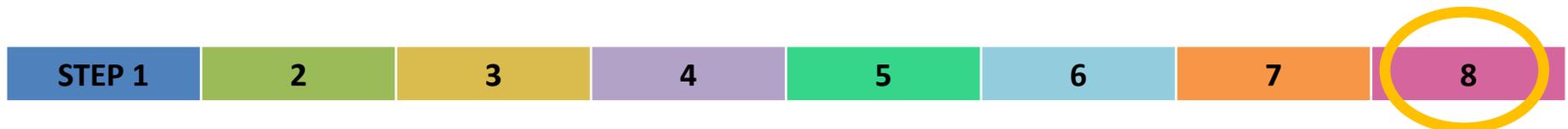
Key Points for Consumers

- Routine appointments can help you build a trusted partnership with your provider.
- Follow the treatment plan and take any medications as prescribed.
- Tell your provider if your behavior or thoughts change.



Key Questions for Consumers

- Do you understand your treatment plan?
- Did you make your next appointment?



How to Get Involved

Using C2C Resources

- **Start the Conversation.** Use the Roadmap as a tool to help people understand their new coverage and understand the importance of getting the right preventive services.
- **Help Consumers Understand.** The Roadmap has a lot of information for consumers. You can help them use it as a resource to refer back to as they journey to better health and well-being.
- **Personalize It.** You know your community. Consider adding local resources and information.

How to Get Involved

There are many ways to get involved!

- Order and share C2C resources, free of charge to you and your organization.
- Use the C2C Community Presentation.
- Plan an event in your community.
- Send us stories.

Get involved: coveragetocare@cms.hhs.gov



Become a C2C Partner

Partner Toolkit

- To become a C2C partner, email coveragetocare@cms.hhs.gov.
- Download the Partner Toolkit, which includes an article for a blog or other publication, newsletter text, social media posts and graphics, and a web badge.
- All sample language is available in English & Spanish.

Get Involved in *From Coverage to Care*



ABOUT FROM COVERAGE TO CARE

Thank you for your interest in *From Coverage to Care (C2C)*. There are many ways to get involved!

WHY IS THIS INITIATIVE SO IMPORTANT?

In the United States, an estimated [12.7 million](#) people signed up for coverage in the 2016 Open Enrollment, allowing them to gain or renew access to the health coverage they need. Enrolling in a health plan is only the initial step. The next step is to make the most of that coverage to maintain and improve health.

Developed by the Centers for Medicare & Medicaid Services (CMS), C2C aims to help people with health coverage, whether through an employer, Medicare, Medicaid, the Marketplace, or another type of health coverage, understand their benefits and connect to primary care and to preventive services, so they can live a long and healthy life. As part of the initiative, CMS has created [resources in multiple languages](#), free of charge to your organization and consumers, to help health care professionals and national and community organizations support consumers as they navigate their coverage.

WAYS TO COLLABORATE

<h5>BECOME A PARTNER</h5> <p>Your support is vital to help consumers make the most of their coverage and access preventive services to support their health goals. Getting involved is simple. Contact us at coveragetocare@cms.hhs.gov with any questions.</p>	<h5>SHARE THE TOOLS</h5> <p>Whether you represent an organization or are an individual community advocate, you can be part of an important effort to improve the health of our nation. We encourage you to share C2C resources in churches, clinics, health systems, and in your community settings.</p>
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go.cms.gov/c2c #Coverage2Care

1

How to Order Resources

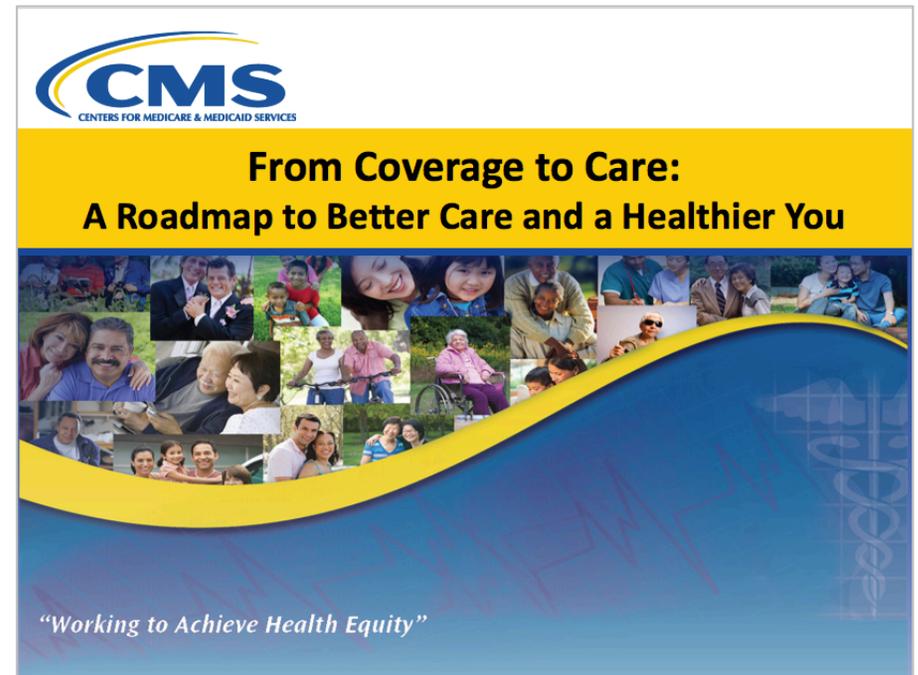
- Order printed copies and have them shipped at no cost to your organization directly to you.
- Many resources are available in English, Arabic, Chinese, Haitian Creole, Korean, Russian, Spanish, and Vietnamese.
- Resources for a Tribal audience are also available.



How to Get Involved

C2C Community Presentation

- Consider using community presentation materials to help people learn about the C2C initiative and how to make the most of their coverage.
- Materials include:
 - Presentation slides
 - Presenter's guide
 - Resources handout



How to Get Involved

Plan an event in your community

- Work with local hospitals, clinics, health centers and community centers.
- Host an Awards Breakfast to recognize patients.
- Help coordinate education classes at your local clinic, adult education institution, civic club, or fitness center.
- Engage your local church or place of worship.
- Host an educational Web conference.
- Host a workshop.
- Hold a “Meet Your Provider” open house.

Guest Speakers

Product Ordering

Centers for Medicare & Medicaid Services

productordering.cms.hhs.gov/



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Password:

[Sign in >>](#)

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How to Get Involved

Send us stories or videos of how your organization uses C2C resources!

CoverageToCare@cms.hhs.gov



Thank You!

Visit our website:
go.cms.gov/c2c

Contact us:
CoverageToCare@cms.hhs.gov

C2C Listserv:
<http://bit.ly/CMSOMH>

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