



Coverage to Care

March 13, 2024



Agenda

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CMS Office of Minority Health



CMS Office of Minority Health

The Centers for Medicare & Medicaid Services (CMS) is the largest provider of health insurance in the United States, responsible for ensuring that more than 150 million individuals supported by CMS programs (Medicare, Medicaid, Children's Health Insurance Program, and the Health Insurance Marketplaces) are able to get the care and health coverage they need and deserve.

The Centers for Medicare & Medicaid Services Office of Minority Health (CMS OMH) is one of eight offices of minority health within the U.S. Department of Health and Human Services. CMS OMH works with local and federal partners to eliminate health disparities while improving the health of all minority populations, racial and ethnic communities, people with limited English proficiency, lesbian, gay, bisexual, transgender, and queer (LGBTQ+) persons; persons with disabilities; persons who live in rural areas; and persons otherwise adversely affected by persistent poverty or inequality.





CMS OMH

Mission

The Centers for Medicare & Medicaid Services Office of Minority Health (CMS OMH) will lead the advancement and integration of health equity in the development; evaluation; and implementation of CMS policies, programs, and partnerships.

Vision

All those served by CMS have achieved their highest level of health and well-being, and we have eliminated disparities in health care quality and access.

Health Equity and Health Literacy

- CMS defines health equity as the attainment of the highest level of health for all people, where everyone has a fair and just opportunity to attain their optimal health regardless of race, ethnicity, disability, sexual orientation, gender identity, socioeconomic status, geography, preferred language, or other factors that affect access to care and health outcomes.
- Health literacy is a central focus of Healthy People 2030. One of the initiative's [overarching goals](#) demonstrates this focus: “Eliminate health disparities, achieve health equity, and attain health literacy to improve the health and well-being of all.”
- [CMS Framework for Health Equity](#) Priority 4: Advance Language Access, Health Literacy, and the Provision of Culturally Tailored Services
 - Language access, health literacy, and the provision of culturally tailored services play a critical role in health care quality, patient safety and experience, and can impact health outcomes.

Coverage to Care (C2C) Overview



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 Resources

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

Visit go.cms.gov/c2c



Coverage to Care

[C2C Consumer Resources](#)

[C2C Partner Resources](#)

[C2C Prevention Resources](#)

[Chronic Care Management and
Connected Care](#)

[How to Get Involved](#)

Coverage to Care



[Overview](#)

[Consumer Resources](#)

[Partner Resources](#)

[Chronic Care Management](#)

How to Use Health Coverage

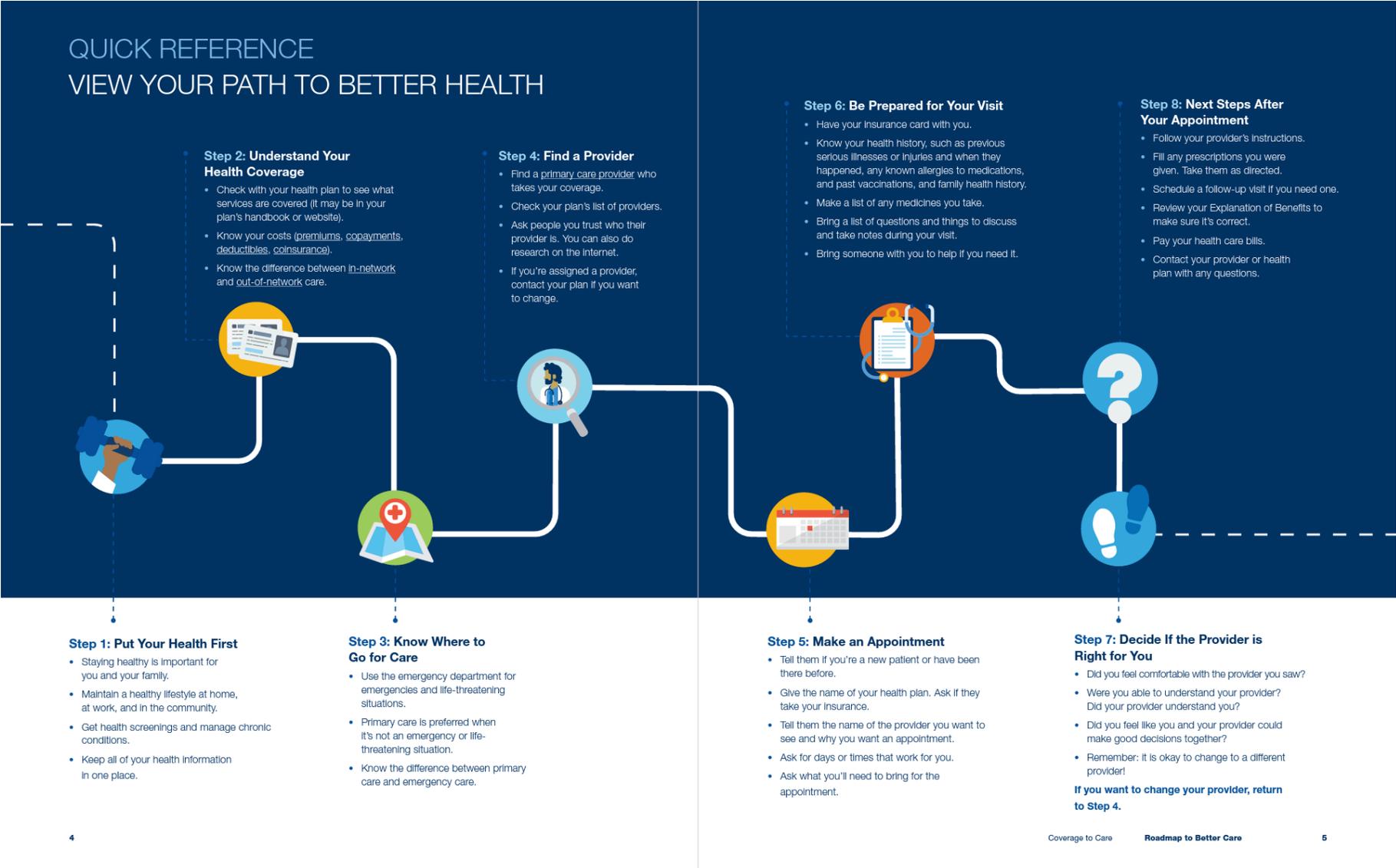


Roadmap to Better Care and a Healthier You

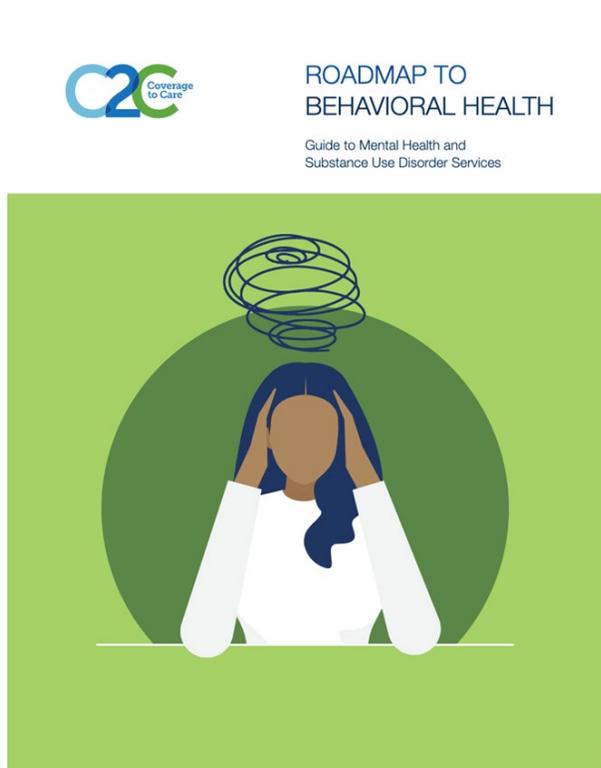


- Explains what health coverage is and how to use it to receive primary care and preventive services
- Includes consumer tools:
 - 8 Steps to Better Care
 - Insurance card
 - Primary care vs. Emergency care
 - Explanation of Benefits
- Available in nine languages, Tribal version, and a customizable version
- [Roadmap to Better Care and a Healthier You PDF](#)

Roadmap to Better Care (continued)



Roadmap to Behavioral Health



- Offers information specific to mental health and substance use disorder services
- Use alongside the *Roadmap to Better Care*
- Eight Steps:
 - Understand your behavioral health
 - Learn about health insurance
 - Where to go for help and treatment
 - Find a behavioral health provider
 - Make an appointment with a behavioral health provider
 - Prepare for your appointment
 - Decide if the behavioral health provider is right for you
 - Stay on the road to recovery
- Available in eight languages
- [Roadmap to Behavioral Health PDF](#)

Prevention Resources



[Consumer Resources](#)

Prevention Resources

[Order Printed Copies](#)

- The [Prevention Resources page](#) focus on prevention and healthy living to be shared with consumers, reposted online, printed, or ordered.
- All resources are available in eight languages.
- [Adults Preventive Services Flyer](#)
- [Women Preventive Services Flyer](#)
- [Men Preventive Services Flyer](#)
- [Teens Preventive Services Flyer](#)
- [Children Preventive Services Flyer](#)
- [Infants Preventive Services Flyer](#)
- [Put Your Health First Tabloid](#)

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.

- 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 PDF](#)

5 Ways to Make the Most of Your Health Coverage (continued)



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.

My Health Coverage At-a-Glance

MY HEALTH COVERAGE AT-A-GLANCE

PLAN INFORMATION:

Plan name Group number Member ID number

Website Phone number Other

KNOW WHAT YOU PAY FOR CARE:

PREMIUM: The payment you make to a health insurance company or plan for your coverage. This is usually paid each month to keep your coverage. Cost

DEDUCTIBLE: The amount you pay for health care services before your health plan begins to pay. Cost
Services I can get before I meet my deductible. This includes preventive services, like flu shot, pap test, and colorectal cancer test, etc.

COPAYMENT (COPAY): A set amount you pay for a medical service or supply. There may be different costs for a doctor's visit, hospital outpatient visit, or prescription. Primary care copay Specialist copay
 Prescription copay Hospital copay

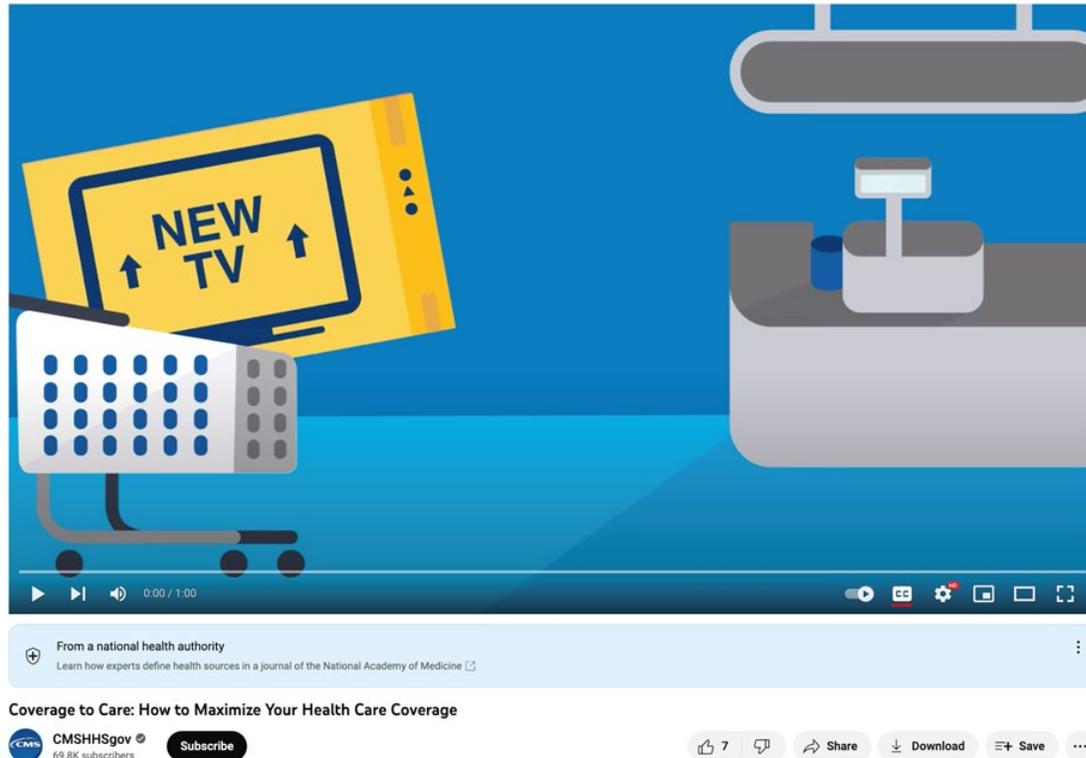
COINSURANCE: A portion you pay as your share of the cost for services after you pay any deductibles. Primary coinsurance Specialist coinsurance
 Prescription coinsurance Hospital coinsurance

OUT-OF-POCKET MAXIMUM: The most you pay before your plan starts to pay 100% for covered services in a plan year. Out-of-pocket maximum
Enter current maximum and note if it includes deductible and other costs.

PREVENTIVE SERVICES: Routine health care screenings, check-ups, and vaccines. For example, flu shots, depression screenings, and blood pressure tests. Cost
\$0 (for most plans, adjust if needed)

- Created the customizable resource in direct response to requests for personalized information from consumers and partners
- Includes:
 - Plan information
 - Know what you pay for care
 - Know where to go for care
 - Dates to remember, notes
- Available in Arabic, Chinese, English, Haitian Creole, Korean, Russian, Spanish, Ukrainian, and Vietnamese
- [My Health Coverage At-a-Glance PDF](#)

How to Maximize Your Health Coverage

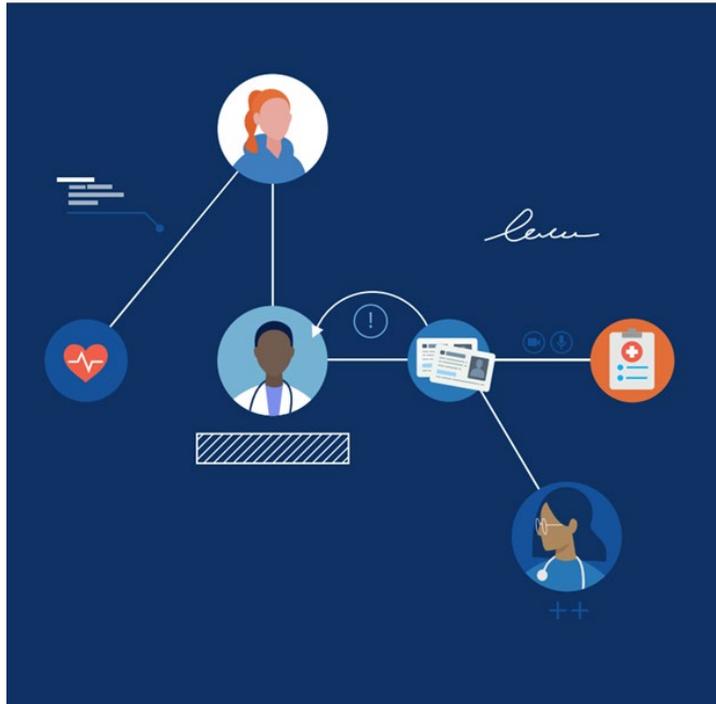


- Short animation series about how consumers can use their coverage to connect to primary care services
- Includes additional animated videos:
 - [Confirm Your Coverage](#)
 - [Know Where to Go for Answers](#)
 - [Find a Provider](#)
 - [Make an Appointment](#)
 - [Fill Your Prescriptions](#)
- Videos are available in English and Spanish
- [How to Maximize Your Health Care Coverage Video](#)

Enrollment Toolkit



ENROLLMENT TOOLKIT
HELP CONSUMERS
CHOOSE THE RIGHT PLAN



- Toolkit for community partners, assisters, and others who help consumers enroll in coverage or change their plan.
- Includes:
 - Coverage is important and affordable
 - Before choosing a plan
 - Know before you enroll
 - Next steps after enrolling
 - Information for consumers with special circumstances
 - Resources for other populations
- [Enrollment Toolkit PDF](#)

Manage Your Health Care Costs

Manage Your Health Care Costs



- This resource is a series of tools for assisters and other community organizations that helps consumers understand health insurance costs and terms, their own specific health insurance costs, plan for health care costs, and how to pay their premiums.
- Includes budget tracking as well as health care basics
- [Manage Your Health Care Costs PDF](#)

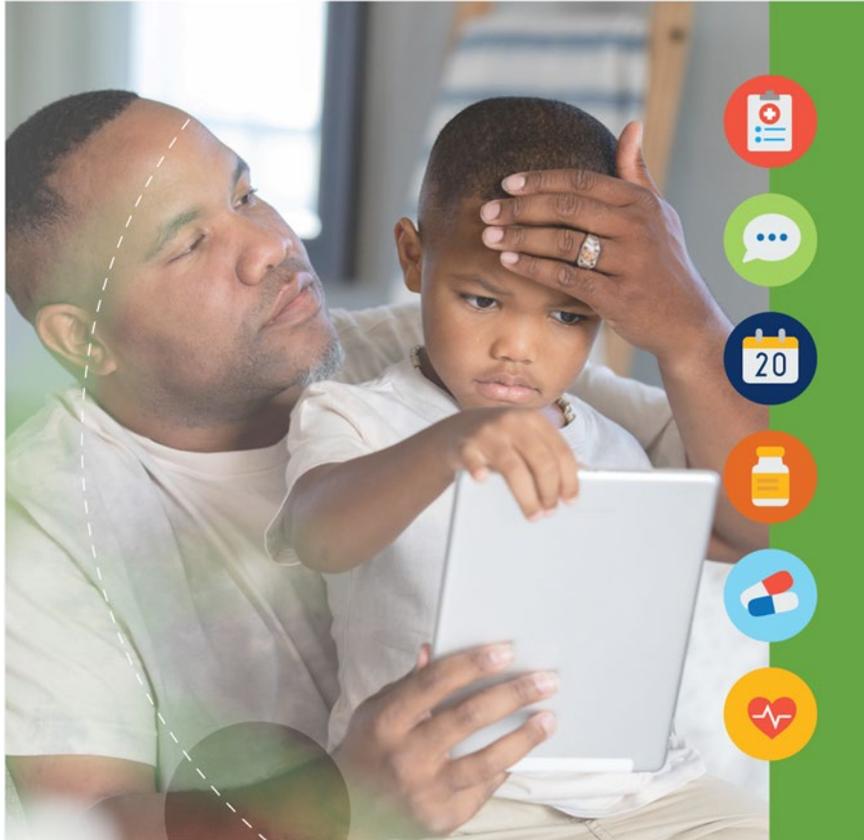
C2C Resource Updates



Telehealth: What to Know for Your Family



TELEHEALTH:
WHAT TO KNOW
FOR YOUR FAMILY



- Learn about the types of care, how to prepare for an appointment, what to expect, and more.
- Includes:
 - Telehealth basics
 - Types of telehealth services
 - Steps for using telehealth
 - Language interpreter information
- Available in Arabic, Chinese, English, Haitian Creole, Korean, Russian, Spanish, and Vietnamese.
- [Telehealth: What to Know for Your Family PDF](#)
- [Telehealth for Providers: What You Need to Know PDF](#)

Prescription Resources



TIPS FOR UNDERSTANDING YOUR DRUG COVERAGE & PRESCRIPTIONS



READ YOUR PRESCRIPTION LABELS CLOSELY.

Your prescription label has information from your provider and pharmacy about safely taking your medication. The label will include:

Prescription number (Rx#)

The number used by the pharmacy to identify your prescription. It is usually printed on the upper left-hand corner of the label.

Patient name and address

Make sure your name is on the label

MAIN STREET PHARMACY Filed: 07/01/2023
Original Date Filled: 07/01/2018

Rx #8675309 PHARMACY INFO: 15 Main Street
LIZA CLARKE Springfield, USA 73492
313 Sea Street PH: (407) 591-7623
Springfield, USA 73492 Prescriber: Dr. Joseph Tan

PLEASE SEE ORDER DOCUMENTS FOR ADDITIONAL INFORMATION AND WARNINGS.
DO NOT CHEW OR CRUSH. SWALLOW WHOLE
TAKE THIS MEDICINE WITH FOOD

METFORMIN ER 500mg TABS
Generic for Glucophage ER 500mg TABS

4 REFILLS BEFORE 11/01/2023
DISCARD AFTER: 07/01/2024
QUANTITY: 90 TABS
This medication is a white oval tablet with imprint M01 on one side and 500 on the other

TAKE ONE TABLET BY MOUTH DAILY IN THE MORNING WITH BREAKFAST

Number of refills
(by a certain date)

Discard after date
Date the medication should no longer be taken

Quantity
How much of the medication the pharmacy gave you

Provider's name
The provider who prescribed your medicine

Pharmacy name and address

Medication name
What your drug is called

Information on how to take the medication
For example, it may say "Take 1 tablet by mouth daily"



How to Use C2C Resources

Using C2C Resources

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



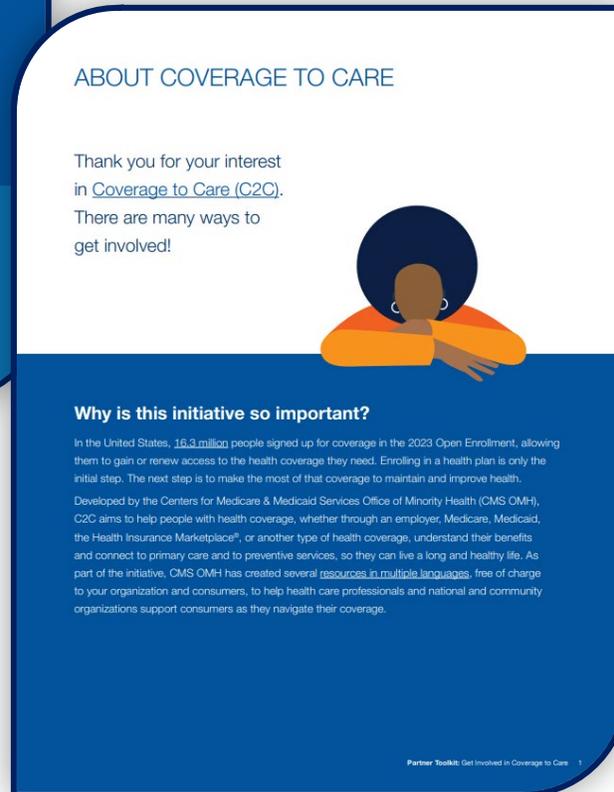
Who in your community is using C2C resources?

- Congressional Offices
- Voter Rights Organizations
- Legal Aid Societies
- Colleges and Universities
- United Way
- State Health Insurance Assistance Program Counselors
- Primary Care Associations
- Dialysis Facilities
- Ryan White Providers
- Libraries
- Justice System
- Community Health Centers
- Hospitals
- Insurance Companies
- State and County Health Departments
- Area Agencies on Aging
- Tribal Organizations
- Assistors and Brokers
- Faith-Based Organizations

Partnering with C2C



Partner Toolkit



- High-level document offering prospective and current partners information on how to share C2C materials
- Includes:
 - Significance of the C2C initiative
 - How to collaborate
 - Downloadable and printable resources
 - How to plan a C2C-based event
 - Guide on how to draft written content
- English and Spanish content
- [Partner Toolkit PDF](#)

Partner Toolkit (continued)

WAYS TO COLLABORATE



Become a Partner

Your support is vital to help new enrollees and other patients make the most of their coverage and access preventive services to support their health goals. Getting involved is simple. If you have any questions, email us at coverage@cms.hhs.gov.



Share the Tools

Whether you represent an organization or are an individual community advocate, you can be part of the important effort to improve the health of our nation. We encourage you to share C2C resources in churches, clinics, health systems, and your community settings.



Download and Share C2C Resources

5 Ways to Make the Most of Your Health Coverage – English (PDF)

This checklist is a quick reference on how to make the most of your health coverage.

- [Spanish/Español \(PDF\)](#)

Partner Toolkit: Get Involved in Coverage to Care 2

Download and Share C2C Resources

Roadmap to Better Care – English (PDF)

This roadmap explains what health coverage is, and how to use it to get the primary care and preventive services to help you and your family live long, healthy lives.

- [Arabic / العربية \(PDF\)](#)
- [Chinese / 中文 \(PDF\)](#)
- [Haitian Creole / Kreyòl Ayisyen \(PDF\)](#)
- [Korean / 한국어 \(PDF\)](#)
- [Russian / Русский \(PDF\)](#)
- [Spanish / Español \(PDF\)](#)
- [Tribal Version \(PDF\)](#)
- [Ukrainian / Українська \(PDF\)](#)
- [Vietnamese / Tiếng Việt \(PDF\)](#)



Enrollment Toolkit – English (PDF)

This is a tool to help consumers choose the health plan that's right for them.

- [Spanish/Español \(PDF\)](#)



Telehealth for Providers: What You Need to Know (PDF)

Help providers learn how and when to use telehealth, including how to set up telehealth services, how to conduct a successful visit, and how to keep up to date on telehealth payment (particularly for Medicare and Medicaid).



Partner Toolkit: Get Involved in Coverage to Care 3

Use the Partner Toolkit

- Ideas on how to get involved: C2C-based events to host in your community, sample text to use in a blog, newsletter, social media posts and graphics, and a web badge
- Available in English and Spanish

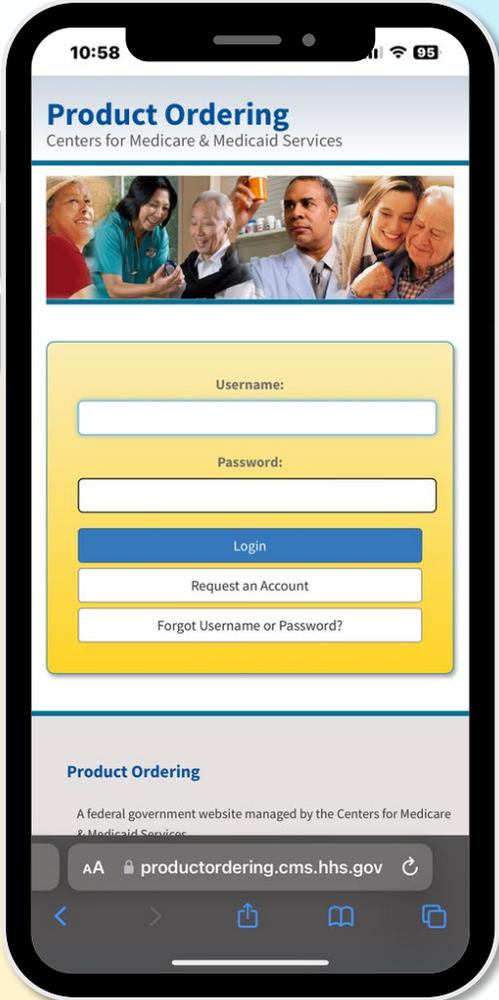
Use the C2C Community Presentation

- Overview of the *Roadmap to Better Care* with all eight steps, including slides, script, and a handout
- Available in English and Spanish

Order and share C2C resources at no cost to your organization.

Send stories to CoverageToCare@cms.hhs.gov.

Order Coverage to Care Materials



Visit productordering.cms.hhs.gov



THANK YOU

Visit our website:

go.cms.gov/c2c

Contact us:

CoverageToCare@cms.hhs.gov

OMH@cms.hhs.gov

C2C Listserv:

<http://bit.ly/CMSOMH>