



Coverage to Care Partner Webinar

October 10, 2023



Accessibility

Closed Captions

To access this feature, go to the menu at the bottom of the screen and click on "Captions", which will display another menu where you can select "Show Captions". Selecting "Show Captions" will allow closed captioning to appear at the bottom of the screen.

ASL Interpretation

To access ASL interpretation, go to the menu at the bottom of the screen and click on the "Interpretation" icon. Under "Watch," choose American Sign Language and a video window of the interpreter that you've chosen will appear on your screen.



Agenda

CMS Office Minority Health Overview	Slide 4
Coverage to Care (C2C) Overview	Slide 7
C2C Resource Updates	Slide 11
How to Use C2C Resources	Slide 16
Partnering with C2C	Slide 19
Partner Demonstration	Slide 25
Questions	Slide 26

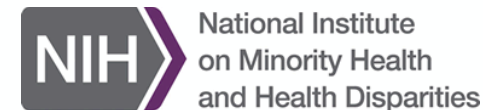
CMS Office of Minority Health Overview



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.



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.

Roadmap to Better Care



- Explains what health coverage is and how to use it to receive primary care and preventive services
- Includes consumer tools:
 - Eight 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 PDF](#)

Roadmap to Behavioral Health



ROADMAP TO BEHAVIORAL HEALTH

Guide to Mental Health and
Substance Use Disorder Services



- 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](#) focuses on prevention and healthy living to be shared with consumers, reposted online, printed or ordered.
- All resources are available in eight languages.

C2C Resource Updates



New Tailored & Redesigned Resources

C2C Coverage to Care

5 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.

- 1 CONFIRM YOUR COVERAGE**
 - ☑ Contact your health plan and/or state Medicaid office to ensure your enrollment is complete.
 - ☑ Pay your premium if you have one, so you can use your health coverage when you need it.
- 2 KNOW WHERE TO GO FOR CARE**
 - ☑ Contact your health plan to see what services are covered, and what your costs will be.
 - ☑ Read the *Roadmap to Better Care* to learn about key health insurance terms, like coinsurance, and deductible.
- 3 FIND A PROVIDER**
 - ☑ Find a primary care provider who takes your coverage. 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.
 - ☑ Tell them the name of the provider you want to see and why you want an appointment.
- 5 NEXT STEPS DURING AND AFTER YOUR APPOINTMENT**
 - ☑ Ask questions about your concerns and what you can do to stay healthy.
 - ☑ 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.

go.cms.gov/c2c
Revision Date: April 2023 Publication #11968



C2C Coverage to Care

ROADMAP TO BETTER CARE


TRIBAL VERSION



C2C Coverage to Care

ПЛАН ЗАХОДІВ ЩОДО ОХОРОНИ ПСИХІЧНОГО ЗДОРОВ'Я

Керівництво з послуг у галузі психічного здоров'я та лікування розладів, пов'язаних із вживанням психоактивних речовин



Animated Roadmap Video



[C2C Roadmap to Better Care Animated Video](#)

Old C2C Webpage

- 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

[En Español](#)



- Overview**
- [Consumer Resources](#)
- [Partner Resources](#)
- [Chronic Care Management](#)

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 the 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.

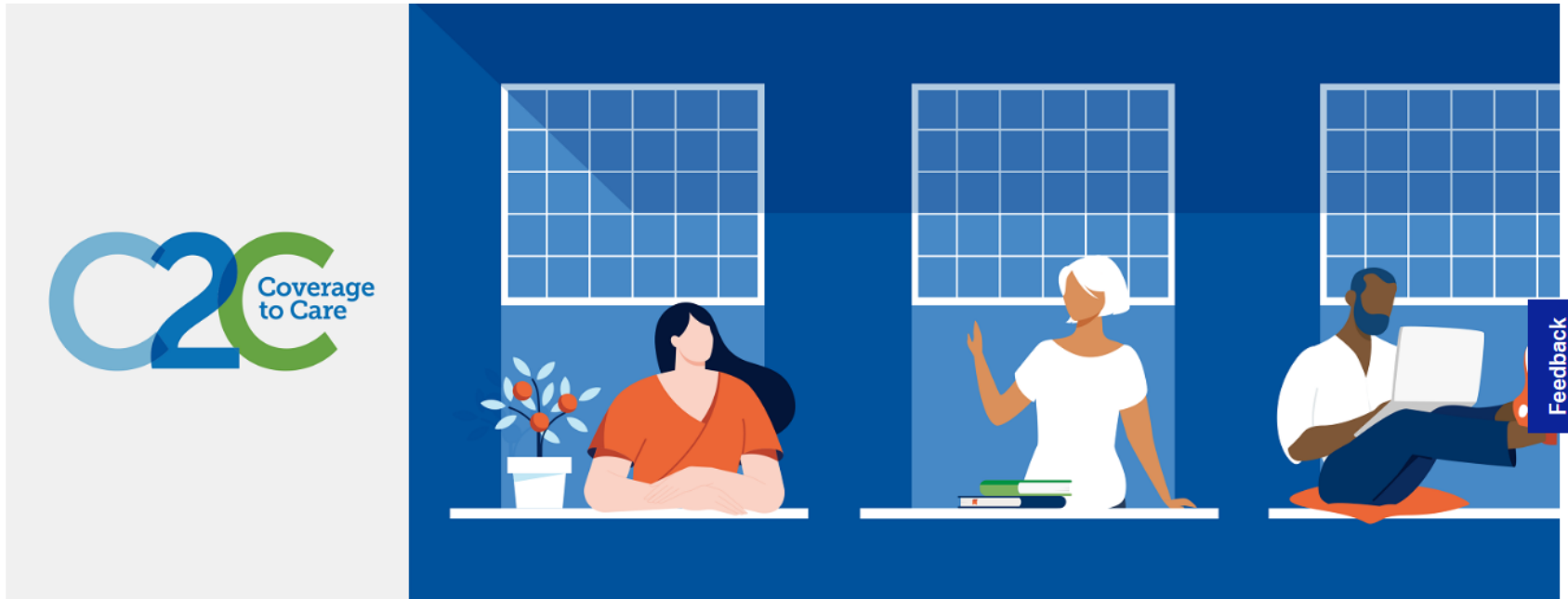


Updated Coverage to Care Resources are Now Available

Coverage to Care has released newly updated resources to help those served by CMS understand their health coverage and get health care services they need. Updated resources include the Roadmap to Better Care, Roadmap to Behavioral Health, Prevention Flyers, and more. These updated materials are available in both English and Spanish. Additional languages will be made available soon.

New C2C Webpage

Coverage to Care



[Overview](#)

[Navigate Your Coverage](#)

[Access Care](#)

[Get Preventive Care](#)

[Manage Your Chronic Condition](#)

[Resources for Partners and Providers](#)

[View All Resources](#)

How to Use C2C Resources



Using C2C Resources

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.

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.

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)



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 coveragetocare@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 \(PDF\)](#)

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.

Visit productordering.cms.hhs.gov

Product Ordering

Centers for Medicare & Medicaid Services



Username:

Password:

[Login](#)

[Request an Account](#)

[Forgot Username or Password?](#)



C2C Community Connections Tour



Community Partnership Families of San Joaquin, Pixie Wood Event



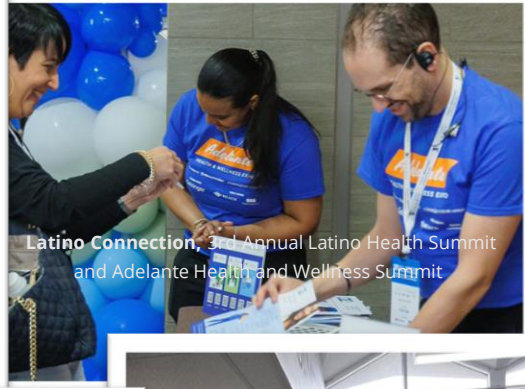
Servicios de la Raza, Pride Fest



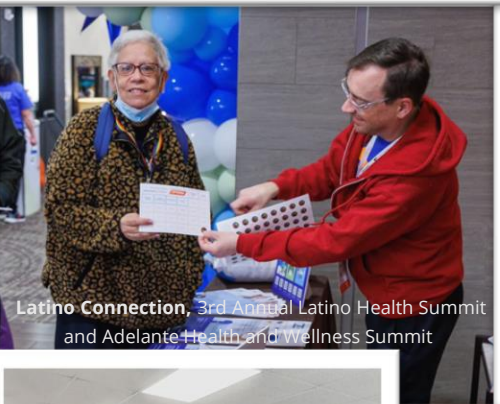
PathStone Presents Event in Rochester, NY



Progreso Latino, Mental Health Fair for Central Falls City Hall



Latino Connection, 3rd Annual Latino Health Summit and Adelante Health and Wellness Summit



Latino Connection, 3rd Annual Latino Health Summit and Adelante Health and Wellness Summit



Servicios de la Raza, Pride Fest



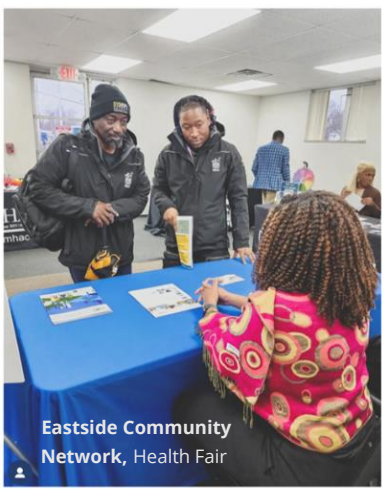
PathStone Presents Event in Rochester, NY



PathStone Presents Event in Rochester, NY



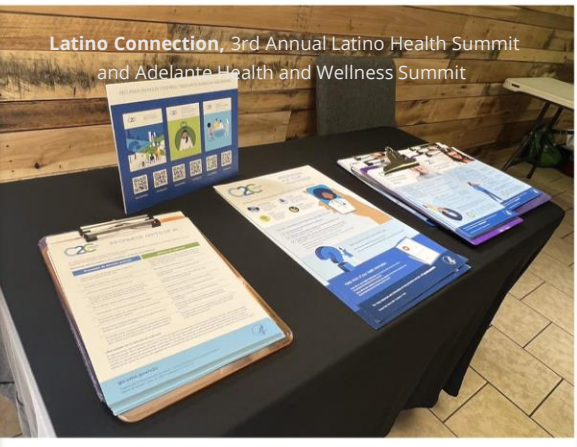
Eastside Community Network, Health Fair



Eastside Community Network, Health Fair



Progreso Latino, Mental Health Fair for Central Falls City Hall



Latino Connection, 3rd Annual Latino Health Summit and Adelante Health and Wellness Summit



Community Partnership Families of San Joaquin, Pixie Wood Event



PROGRESO Latino
Mental Health Fair for Central Falls City Hall

College-Tailored Resources

C2C Coverage to Care

PUT YOUR HEALTH FIRST: COLLEGE STUDENTS

Get the preventive services that are right for you! Take advantage of these and other services available at no cost to you under most health coverage and usually offered by your student health center.

- ✓ Vision screening
- ✓ Alcohol and drug use screening
- ✓ Blood pressure screening
- ✓ Nutrition education and screening for food disorders, including obesity, bulimia, and binge eating
- ✓ Mental health screenings
- ✓ Height, weight, and BMI measurements
- ✓ Well woman visit
- ✓ STI and HIV screening, birth control counseling, and other sexual health services
- ✓ Depression and anxiety screening

IMMUNIZATION VACCINES: Diphtheria, Tetanus, Pertussis, Haemophilus influenzae type B, Hepatitis A, Hepatitis B, HPV, Inactivated poliovirus, Influenza (Flu Shot), Measles, Mumps, Rubella, Meningococcal, Pneumococcal, Rotavirus, Varicella (Chicken Pox), COVID-19

COST TIP: Most preventive services are covered at no cost. However, if you receive additional services, you may be billed. Ask your student health office or health plan to explain any charges.

For additional resources and a full list of the preventive services covered at no cost sharing under most health plans, please visit go.cms.gov/c2c.

Revision Date: April 2023 Publication #11957

Put Your Health First: College Students (Pictured)

- Outlines the preventive services that are typically offered at student health centers and are available at no cost under most health plans
- Full list of vaccines is also provided

View Your Path to Better Student Health

- A version of our *Roadmap to Better Care*, which tailors the eight steps to meet the needs of college students



Partner
Demonstration:
Latino
Connection



Let's get it done.

**George Fernandez
President & CEO**

**Jean Cubilette
Account Executive**

**Sean McCormick, PhD, MS, CTTS-M
Senior Project Manager**

**Plus, lots of Community
Engagement Specialists,
Bilingual Health Workers, etc**

*The social determinants of health
marketing and communications agency
with a mission to educate, empower and
uplift underserved communities—*

**let's get
it done.**



3rd Annual Latino Health Summit – Reading, PA 2023



Overview

Latino Health Summit is a statewide conference aimed at professionals and community members to share information and resources to help them live healthier and fuller lives.

Reach

- 106 attendees directly received handouts at the dedicated Coverage2Care table (as measured by the number of stickers distributed as part of the raffle and giveaways).
- Another 100-200 overheard the information shared while explanations of the handouts were being given.

- Approximately 500 people attended the event in total.
- C2C Table was the first table in the event, so almost all visitors stopped.
 - However, being the first table may have also been a disadvantage as people felt a pull to get deeper into the venue.











Latino Health Summit Media Coverage



- Video and photos were taken and shared via social media as a “Flashback Friday” on social media “reels” and “stories”.
 - <https://www.youtube.com/watch?v=95ISVYkzmCg>
- Latino Health Summit, as a whole, received local and regional press coverage (e.g. television news).

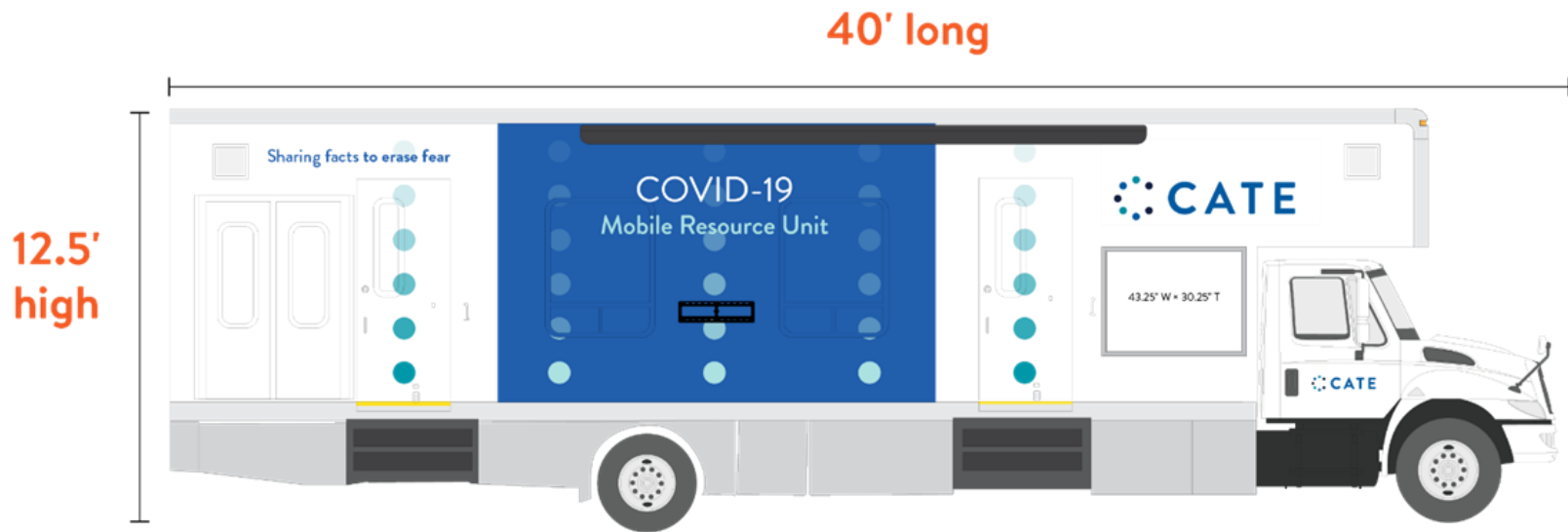


+  C A T E

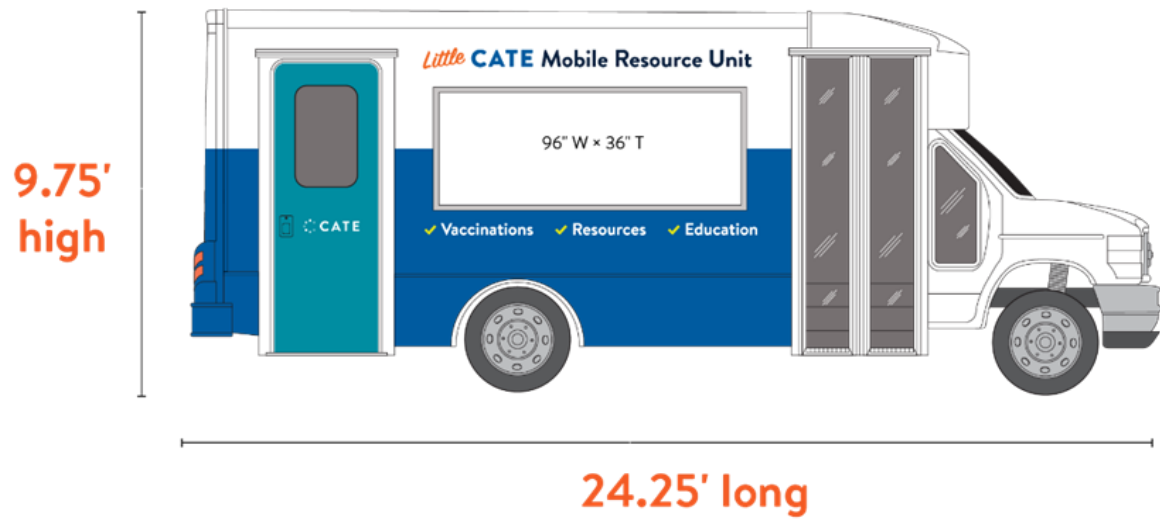
The graphic consists of a white plus sign followed by a cluster of seven circles in white and light blue, arranged in a pattern that suggests the 'C' in the CATE logo.

Community-Accessible Testing & Education





9' wide



8.25' wide



Mobile Clinics/Community Events

- Alder Health Services (Primary Care) Harrisburg, PA - April 18th, 2023
- House of Reconciliation (Faith-based Org) York, PA - April 19th, 2023
- Total Reach: Approximately 30 people (one event was rainy)

Take-Aways

- Overall, the messages and flyers were well received.
- Prior to engagement, participants were not aware of the benefits, screenings, and resources available along with their health coverage.
- C2C meshed well with the purpose of our events.
- Possible areas for improvement:
 - Some clear “Next Steps”, made large and explicit may have been helpful.
 - Materials to make the table experience more dynamic and “on brand”:
 - Larger format materials (e.g. stand up banners, tablecloth)
 - T-shirts e.g. “Ask me about X, Y, Z” plus C2C logo and website

Questions?
What's Next?

Thank you!

Sean McCormick, PhD, MS
smccormick@latinoconnection.org



Questions?





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>