



## COVERAGE TO CARE PARTNER WEBINAR

TUESDAY, OCTOBER 10, 2023



Hello everyone and thank you for joining us today for the Centers the Medicare and Medicaid Services Office of Minority Health or CMS OMH's Coverage to Care Partner Webinar. My name is Dante Webster and I work with Ketchum, CMS OMH's Communications Contractor. Next slide please.

Before we get started, we just wanted to provide a few accessibility features for this webinar. First, closed captions are available. 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. We also have ASL interpreters joining us for today's webinar. 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 video window of the interpreter that you've chosen will appear on your screen. Next slide please.

On this slide is the agenda for today's webinar. We will begin with an overview of OMH and Coverage to Care, which we call C2C, initiatives. Next, we will discuss new and upcoming resources, including tailored materials and the launch of the new web page. Following, we will provide insight into how to use the resources, and how you can get involved in this initiative. Then we'll hear from one of the organizations that was able to collaborate with C2C for our inaugural Community Connections Tour, Latino connection. We will conclude today's webinar with a Q&A session to answer any questions that you all may have. I will now turn it over to Ashley Peddicord-Austin from the CMS Office of Minority Health. Next slide please.

Thank you, Dante and hello, everyone. Thanks for joining us. So, I'll begin with our CMS OMH Overview. We can go ahead to the next slide. CMS is the largest provider of health insurance in the United States. Responsible for insuring that more than 160 million people supported by all of the programs combined are able to get the care in health coverage they need and deserve. So, our office, the CMS Office of Minority Health, is one of eight minority health offices within the larger US Department of Health and Human Services. Each office is aligned with their respective agency mission. So, our office serves as the principle advisor to the entire centers for Medicare and Medicaid Services on the needs of minority and underserved populations. So that includes people of racial and ethnic communities, people with limited English proficiency, lesbian, gay, bi-sexual, transgender, and queer persons, persons with disabilities, people who live in rural, tribal, geographically isolated areas or the territories, and people who are otherwise affected or by persistent poverty or inequity. We can go ahead to the next slide.

So, you'll see here our mission and vision. Our mission is to lead the advancement in integration of health equity in the development, evaluation, and implementation of CMS programs, policies, and partnerships. So, our vision then is to see that all that served at CMS achieve their highest level of health and well-being, and eventually to eliminate disparities in health care quality and access. We can go ahead to our next slide.

So, if all of that background from the larger CMS, and the office itself, one of our key initiatives is Coverage to Care. So, we always like to talk about the office to kind of frame where Coverage to Care is coming from. So previously mentioned, it's a health literacy initiative and it focuses on increasing the consumer connection to care. And then in turn, part of that is having better health outcomes. And C2C was began with the idea that as people are enrolling in insurance, some of them for the first time or the first time in a long time, I - they need to know how to use it. And that doesn't come naturally, so health insurance can be confusing, and the idea is that we are here to provide resources and information that is for any type of health insurance. But in particular, to make sure that Medicare, Marketplace, Medicaid is covered, as well as the populations that we just made that our office serves. Because a lot of times those are the people who might have the hardest time navigating health insurance. So, regardless of the consumer, or the insurance type anyone can use C2C. We want consumers to understand their health coverage and then use it, actually use it to make that appointment with a provider who takes their coverage. And then that way they can get preventative services, primary care and have a regular home to go to for their care. All this while hoping that consumers will live a long and healthy life. We'll go ahead to the next slide.



So, Coverage to Care has a lot of resources that are available to assist partners and consumers along this journey. So, they're all drafted and designed with feedback that we received directly from partners, communities themselves, keeping all of that in mind, we want to ensure that the materials we create reflect the needs that people have whether those are ongoing, or urgent needs. So, we have some regular opportunities to try and gather that information, and we're always happy to hear from you if you have feedback about what's working or what's not. Excuse me. So, with that in mind, we have our signature material, the Road Map to Better Care. And that's the one that's pictured on the slide here and it outlines eight steps to connect to care and to lead to a healthier life. This was our original resource; the first one that Coverage to Care did, and it was updated last year.

The first step of the roadmap is to put your health first. So that's actually where we have allowance to focus on prevention and doing things inside and outside of health insurance to stay healthy. Step two focuses on key terms with health coverage like co-pay, deductible. Step three, listing the differences between primary care and emergency department utilization. Newer to this version is where we also add in a little explanation about urgent care. Step four, it helps someone to find a primary care provider who takes their coverage. So, thinking about how to find a primary care provider to begin with and also to make sure that they take their coverage, make sure that your appointment would be covered. And then steps five and six we talk about preparing for an appointment. You make the appointment, you actually have to make that appointment, and then prepare for it. So those are outlined as their individual steps because there are nuances to making sure that we're making the appointment with meeting all of our needs individually, and then preparing and thinking through any questions, medications, family history. And step seven, to take the time to ask if the provider is right for them. Were they comfortable? Were they respected? And that's something a lot of folks tend to skip over as well as step eight, next steps after your appointment. We're doing a lot of work now to try and add in the care management pieces to this particular step and keeping the care ongoing throughout the year.

So, the roadmap is available in nine languages. We also have a tribal version that we've worked with, with the Division of Tribal Affairs. And then there's a customizable version. All of these, of course, are on our website.

So, within the roadmap there's a lot of cost saving tips and example insurance card that shows you, you know what the different labels are and that is updated to match the recent legislation that came out. And then there's the Sample EOB, Explanation of Benefits that's also labeled with key points that somebody would want to understand and a chart that's usually primary care versus emergency care, side by side to help show the differences. Alright, let's go to our next slide.

So, let's look at an overview of what the general kind of signature roadmap would be. Some years back we also traded the Roadmap to Behavioral Health. So, this one was - it came out because we heard from a lot of folks that the roadmap is fine, but behavioral health is a little trickier and needs a little bit more nuance. So, we actually work side by side with our colleagues in SAMHSA. SAMHSA is the Substance Abuse and Mental Health Services Administration. We're all part of HHS. So, we worked with them together to create this piece, specific to behavioral healthcare services. We do recommend that it's used alongside the Roadmap to Better Care, because we didn't want to have to repeat some of those main things/ It would make the resource just way too long. So, whereas the Roadmap to Better Care you'll find a definition for co-pay deductible, in the Roadmap to Behavioral Health we allude to those definitions and where to find them, but we could focus on more specifics like, what is behavioral health to start with? What are the different types of specific behavioral health providers? And get into what is parody. So, there's other - there's newer definitions in this resource.

But you'll see it followed the theme sort of cadence, the same type of eight steps. So, step one, understanding your behavioral health. What is behavioral health? So, we explain that there's the mental health as well as substance use disorder. And encouraging people to consider it as part of co-health and just as important as physical health. So, learning about health insurance. So, this is where some of those

key terms and the parody piece come in. Knowing where to go for help and treatment, so that's a big piece is thinking through the differences. There's a lot of different types of behavioral health providers. So, step four outlines lots of those different options for people and gives a little bit of a definition really to put with the different types. Then we again, we talk through making an appointment. Thinking through you know, where you're going to be most comfortable, making sure your coverage is accepted, being prepared for that appointment. So especially helpful for behavioral health. A lot of times you might want to write down some notes or a journal, or there's things that you might want to share with your provider, and you're afraid you might forget. It could be particularly important and useful to make notes ahead of time here. So, thinking through that with the consumer. Step seven, talking about deciding that the behavioral health provider is right for you. That's incredibly important for behavioral health, because we want somebody to stay in care and stay connected and keep going back. And if they don't like the person, they feel like they weren't listened to, they're not going to go back, right? So, we want to make sure that folks feel comfortable and if they don't, we can work to find a new place. And then of course staying on the road to recovery; another really important one for behavioral health. Being part of the care plan, understanding your part of the care plan, and what you need to do, any follow up appointments. So, this particular Roadmap for Behavioral Health, outlines all of that information. And it's also available and translated languages. I believe this one is eight actually. Go ahead to our next slide.

So those are two of our big resources that we like to talk through a lot. The Roadmap to Better Care is kind of the go to resource for a lot of our partners who do health literacy or do health outreach. And the Roadmap to Behavioral Health, we find it kind of comes in waves, you know. During Covid it was very needed. A lot of times after a disaster or something sad happens in a community we find another wave there. So, it does kind of come and go a bit, but it's a good one to know that it's out there and to have that available.

But then we also have some tailored prevention resources. These are really great, especially after someone is enrolled in health coverage or maybe re-upped their plan from a new open enrollment or something. Hey great, you got your coverage. Now, these are some free to you, available services that you can get through that plan. So, we have resources that highlight preventative services that are available to what we say is most consumers. So, it's generally, generally if Medicare and Medicaid, but certainly the healthcare.gov in particular, these are the covered, preventative services. And then that extends to most general health plans.

So, these are great resources as a starting point. You can point it at zero-dollar co-pay. Maybe if you know the person, you're able to kind of customize hey you mentioned something about your blood pressure, maybe you could go and get a screening for that. And we also have it specific to adults versus women, versus men, versus teens. That kind of helps add a little customization and nuance to that conversation. And all of those are available in eight languages.

So, each flyer kind of specifies preventive services for each of the groups and then they also outlined the vaccines that are available. So that one is a really great thing to have this time of year too, in case you want something on paper, or something that you can email, kind of a physical reminder of go get your vaccines. And look at these other things maybe you can do while you're there. All right, so we'll go ahead then. Preventive coverage, by the way, this is another big one that a lot of our partners find useful, so just want to flag that for you as well. Alright. let's go ahead to our next slide.

All right, so I've already covered a few of the real key most popular C2C materials. So, I want to now highlight some of the new and more upcoming resources since - changes to our website. So, let's go ahead to that.

So as part of Coverage to Care in all our programs and initiatives at OMH we are always looking for how we can approve and support the needs of our communities and our stakeholders, and anybody who's willing to give us feedback and input. So, we are consistently and very conscientiously developing and adjusting our materials to fit that need. So, it could be getting rid of outdated language or policies or



making something more up to date based on legislation or needs. But making sure that people can find information they need for that longer, healthier life. So, here's a few of those updates. To begin, on the screen, we have some resources that were recently refreshed. Both in terms of newer language, but also the designs. So, we talked through the Roadmap to Better Care, the Behavioral Health, but you can see some of these are some of the translated ones as well. While the design may not seem as important as the content, we have gotten feedback from people about the clean, organized look. Making sure that there's plenty of white space using graphics to cue people in to help with some of the language pieces too. Making - making sure things are plain language and then of course the translations as you'll see a couple of translated pieces on the screen.

So, keeping that in mind, you know we used all of that to help feed into those updates. So, on the left-hand side, if you're not able to visualize the screen here, we've included our recently updated five ways to make the most of your health coverage. So, if you don't have time for the full roadmap, it is a long document, the five ways is kind of the short front/back version of it, but of the things you need to focus on the most.

And then Roadmap to Better Care is in the middle, that is actually our tribal version so you can see that there's a banner added to the top and the bottom, which is replicated on all of the healthcare.gov and Medicare resources and things that are corrugated under - to give all of those kind of things, so the people know right away what they're looking for. And then on the right-hand side is actually the Ukrainian version of the Roadmap to Behavioral Health. So, as you can imagine we had some requests for Ukrainian in the last year or so. So, we've translated several of our resources to that as well. So, at the end of the public health emergency, kind of the formal wrap up to COVID-19 we had also made some more updates. So, we still had one COVID-19 resource out there. We had two originally during the PHE. So, we still had one out there, and it was updated as well to make sure people had the latest on staying updated on your vaccine and kind of some general information. So, I previously mentioned how collaboration is very important. The last three months you've barely been creating - collaborating with the Department of Justice. So, we hope to be able to announce an upcoming webinar about a new resource that we are working on with them. We always have something going on in the background that we're working on. So, we'll be excited to share more about that with you as well. So, we try and be responsive to community needs, what's happening out there. So, I'll use this again as a shameless plug that if you have thoughts or feedback, feel free to send it to us. So, some of the other ones we're working on right now, thinking about prescription coverage and some other ways to make sure that we're staying connected and sharing our connected and chronic care management resources, with folks as well. Alright, so let's go ahead to the next slide.

So, as you can likely tell, Roadmap to Better Care is really kind of that key resource fundamental to our work. But not everybody learns from the paper document or email version, or you know that virtual whatever format. So sometimes video is a little bit better. So, we do also have a short, animated video to outline the eight steps that I had just mentioned. So, we hope that this makes it a little bit more accessible to a wide range of audiences. So, the video is actually linked on this slide, so that we can be sure to share that link and everything with you today. Let's go ahead. I think we might need to go to the next slide. Sometimes videos play, and sometimes they don't. I don't know that we want to risk that today, or not, so we can go ahead.

Alright, so all of the resources we mentioned are on our website. So first off, where do we find our page? Well, this is the kind of older one that may or may not look familiar. It's housed within the CMS.gov platform. So outside of Medicare, healthcare.gov you know, because it is meant - the intent is to send things to our trusted community partners so that you can take the information and relay it to communities directly, to customize it, to personalize it to them, to their area, whatever the need is. So, this is kind of the older, the older look and just wanted to make sure that you still have that so it can be refreshed. We tried to make things you know, kind of similar across the pages, to replicate the graphics that you see in our newer resources, thinking through what would be a little bit easier for you to use. So, we did - we were able to launch the new webpage. We've added on Managing Your Chronic Conditions. So, let's go ahead



and advance one more slide, you can see what I'm talking about as I talk through it. There we are, thank you.

Alright, So, here's a zoomed in shot of the new web page. So, looking at people in different areas. You know kind of - there's three different windows there. Thinking through, like there's people coming to this from different experiences and knowledge. So, there's all the information is really the same. It's just a little bit better organized. So, we have some new sections along the top and I'll name those in a second. So, we did this by reviewing some of the existing and expected resources and then cataloging them. So, we have Navigate Your Coverage, Access Care, Get Preventative Care, Manage Your Chronic Condition, and then Resources for Partners and Providers.

So, these sections kind of help basically streamline to help you find it and filter a little bit better. So, the new page also has some key words and some people first plain language to make sure that you know if consumers end up here, it should be easy for them to use. But of course, we want it to be easy for our partners to use as well. We also revised how the languages appear, so that there is a drop down instead of listing all of them out, so it might be a little bit long at the drop-down, people are able to kind of get there a little quicker.

On the Managing Your Chronic Condition web page, so if you used the Connected Care, Chronic Care Management, that's where you'll find this, that also has a FAQ listed along the top.

Because sometimes people just have a lot of kind of general questions about CCM and how to access services, who it's for, that sort of thing. So, we have some FAQ's along the top. So, if you're just looking for quick info, you'll be able to find that easily without having to scroll through the resource. And then finally on the resources for partners and providers, we've combined our previous partner resources with our How to Get Involved page so everything is all in one place. So, if you're new to Coverage to Care or you want to kind of refresh what you've been doing this would be a good place to go. Along the top we have information about how to become a partner, how to use materials, and then providing some resources that is available. And we'll talk a little bit more about that towards the end of the webinar. But we're excited to launch this new webpage. Hopefully it gets easier for you to use. Happy to take any feedback of course and, we hope it's accessible and useful for you. So, at this point we're actually - we can advance one more slide. And I'm going to turn it over to my colleague, Jessica Dawson who is also in my office with the CMS Office of Minority Health and she'll talk to us about some more of the resources.

Thank you, Ashley. Now I'll move into how to use these resources. Next slide please. When using C2C resources, we recommend starting the conversation by helping consumers understand the materials and personalizing them. As outlined on the slide, when you start the conversation, you could use the Roadmap to Better Care as a tool to help your patients understand their new coverage and the importance of getting preventive services. Once you started that conversation, give them the tools that they need to understand it. Show them where the Explanation of Benefits is, and how to read it. Point out the cost savings tips that are outlined throughout the booklet. Show them the definitions for each of the healthcare costs, paying special attention to premiums, deductibles, co-pays and cost sharing. There is so much information in the booklet, that it may help to point out which resources are, and which information is specific - is applicable to specific populations. Then you personalize it. You know your community the best, so consider what would be the most useful information for them. If diabetes rates are higher than average in your community, point them to the Managing Your Diabetes resource or give them the more information about preventive services available to them, that will help them reduce their chances of being diagnosed with diabetes. You can even consider adding local resources and information so that they can access the information that they need. Next slide please.

To give you a better idea of the kinds of organizations and non-profits that are using C2C resources, we've compiled a list on this slide. And as you can see a wide variety of organizations are currently using our resources. Next slide please.



Before I close, I want to highlight how you can partner with C2C and share how organizations have partnered with us for our newest C2C initiative, the C2C Community Connections Tour. Next slide please.

So how can you get involved with C2C? We have a lot of information about this in our Partner Toolkit, which I mentioned was recently refreshed and updated with our new design and our new information. In this toolkit, which is available in both English and Spanish, you can find a lot of information that we've already covered today. In the toolkit, which is available in both English and Spanish, more about the resources and how to access them, we've also included information while planning a C2C event and guide on drafting written content. It is a very high-level document that offers a wide range of audiences, different tools applicable to them for getting involved in their communities. Next slide please.

And again, just highlight in a different portion of the toolkit on this slide, we have a C2C Community Presentation which walks through all eight steps of the Roadmap to Better Care. With a set of prepared slides and a pre-written script something you could use to inform your colleagues or use at a C2C event. And as I mentioned briefly, we have a section of the toolkit with sample text to use and a blog, newsletter or social media post and graphics. Next slide please.

And you can order these materials at no cost. We have most of the resources that we talked about today available at our warehouse and you can visit our website, [productordering.cms.hhs.gov](http://productordering.cms.hhs.gov) to place an order. C2C is always excited to hear from you and we enjoy having best practices, lessons learned or feedback on any of the resources that you use for your communities. Next slide please.

So, our newest C2C grassroots effort is the C2C Community Connections Tour. Throughout the spring and summer, we've been collaborating with local organizations and diverse communities across the country to help distribute C2C resources, to C2C audiences during community events and, in turn, encourage consumers to learn more about their insurance and use the benefits. So far, we've distributed these resources at mobile clinics, food banks, health fairs, social events and more. On this slide we've included images from some of the tour stops where we've been able to share our resources. Throughout the C2C Community Tour we were able to receive feedback that we can use to inform future collaborative efforts. We've learned that the majority of organizations agree or strongly agree that the C2C Community Connections Tour materials were representative of people in their community. With the majority noting that our preventive service materials address the health concerns of their community members.

We also learned that the majority agree or strongly agreed that Coverage to Care resources address health barriers to health coverage access within their communities. In addition to feedback related to our C2C resources, we were able to learn more about how organizations felt about collaborating with CMS OMH. We learned that organizations found that the collaborative opportunity useful as we've helped to provide information on their community needs and also help to fill in information gaps. While they found the partnership useful, they also provided insight into how we can further tailor our tools to meet the needs of various communities. One of the best takeaways is that organizations would like us to continue to collaborate with them for future outreach. As the year progresses, we do look forward to continuing to work the partners we've previously mentioned and working with additional partners in other locations. We could even be coming to a state near you. Next slide please.

In addition to visiting community organizations, we've also experienced that our reach by traveling to minority serving institutions, such as historically black colleges and universities, as well as Hispanic serving institutions. Attending health-related school events where C2C resources are just as important.

In April we visited Howard University for its Inaugural Wellness Day where we were able to connect with students, faculty sharing behavioral health, general healthcare, and Medicaid unwinding information. And recently we traveled to Morgan State University here in Baltimore to do the same thing. So, it's really been a really good effort.



Through this event we've learned more about the specific health challenges and other health related difficulties impacting students. By learning about these issues directly from students we've approached our own resources with a different lens to examine how they can be adapted to help students learn more about the resources available to them, and the health centers on their campuses or other facilities where they may go to receive their care. We hope to continue to collaborate with more minority serving institutions to see how we can further tailor our materials to meet the unique needs of their diverse student bodies and help these institutions continue to bring awareness to the health services that they're able to provide for their students.

Pictured on this slide is one of the two resources that we've tailored for college students. This one is the Put Your Health First College Students. Listed on this resource are screenings that are available to college students and most health centers and for no costs under most health coverage. This includes mental health screenings, alcohol and drug screenings, well-woman visits and more. In addition to these screenings, this resource also provides available vaccines and tips that students can use in the event that they are charged for services. I will now turn it back over to Dante Webster.

Thank you, Jessica. So, as we hope this presentation has shown, sorry about that. As we hope this presentation has shown it's an honor to collaborate with organizations and we greatly appreciate the feedback that we receive.

George Fernandez and Sean McCormick from Latino connection, one of the organizations with whom we collaborated from the C2C Community Connections Tour, will now join us to discuss their organizations experience with, C2C and the feedback they received in their community. Next slide please.

Thank you so much, Dante. It's a pleasure to be here and join all of you today. My name is George Fernandez. I'm the founder and CEO of Latino Connection.

Latino Connection is a social determinants of health marketing and communications outreach agency, and we partner with community, business, healthcare, education and government entities. And we help them understand strategies and identify solutions to reaching hard to reach communities predominantly, Latino and African American. Joining me today is Dr. Sean McCormick, our Senior Project Manager for Public Health. Sean, I'll turn it over to you.

Thank you, George. Good afternoon, everyone. Yeah, my name is Sean McCormick, I use the he/him pronouns and I'm a Senior Project Manager with Latino Connection and myself, along with Jean Cubilette and 10 or 20 different community health engagement specialists, community health workers and brand ambassadors, help us to push out these Coverage to Care materials at a few of our events. So, we've got a few slides to share about how we did that. Next slide please.

And so, as George mentioned, Latino Connection serves communities of color, under resourced areas and populations. And so, the Coverage to Care focus on primary care and preventive services was a really great fit for us. Next slide.

So, the - it was really good timing. We were connected with Ketchum and CMS and the Coverage to Care folks just a few weeks before what is our largest event, our Annual Latino Health Summit. There's a few pictures there. It's a three-day event that is a combination of professional development and community health education. And so, we were able to table with the Coverage to Care materials at our community focused event, which brought in hundreds of people from the local area and around - around Reading, Pennsylvania. If you're not familiar with Reading, Pennsylvania it's a growing city that has a - now it's a majority of the population is Spanish speaking. So, it was a really good opportunity for us to get the C2C materials in front of a growing and diverse population. Next slide.

Okay so I just gave an overview of the event. We had oh I don't know, probably 50 different vendors or tables and we were able to put the Coverage to Care table right up front. So as folks walked into the



conference space there was registration and then we were the first table that they came across. And so, part of how of we operated the event was, we encouraged people to stop by the different demonstrations and exhibits as well as the tables was to connect table and demonstration visits to a sticker. You got a sticker when you visited the table and then if you filled up your card with stickers you were entered into a raffle for all sorts of healthy prizes like air fryers and vegetable steamers, yoga mats, things like that. So, we were right up front with the Coverage to Care materials at the summit. Next slide please.

Yeah, so we had at least 500 people; that's probably an underestimate. You can see a few pictures there of some of the individuals meeting and greeting through networking. One of the speakers in the middle there and then there was a Zumba class on the right there. Next slide please.

And so, here's a picture of George, who was just speaking. George, thank you - he got his hands dirty the day of and was helping to promote the Coverage to Care materials. So yeah, there's a couple of our staff there. We had folks that can speak Spanish and English. And so, we were able to communicate the offerings and the purpose of the C2C initiative. Next slide.

Yeah, it was nice. We had, I think you can go to the next slide too.

You know whether it was individuals who had come up and then we would grab the piece of information that was most relevant, probably to that individual. Or if there was a whole family that would walk up, we would have a few of the materials all ready to go and sort of a little packet ready to hand over and it was nice. People, I don't think were aware of all the different screenings and vaccinations and the well visits and all the good things that are part of primary care and preventive care. The - the content and the messages were - were definitely needed and people were - had, you know first maybe they'd look a little bit confused, but then after the 30 second- or two-minute interaction they had a little bit of a smile on their faces, overall really positive. Next slide please.

There's a picture of me giving someone a sticker for stopping by the booth and having a chat about C2C. Next slide.

So yeah, part of our work involves for pretty much all of our initiatives is press and media coverage as we do all sorts of community engagement and public health education. We also have a great communications and marketing team. So, we had professional photographers and videographers and a social media team ready to go to capture the work and to share our efforts through social media, through social media reels and stories as well as through local and regional TV news and regional press. Next slide.

So, in addition to the Latino Health Summit, we also distributed Coverage to Care materials and engaged community members during our mobile events. And so, again, it was a natural fit with this aspect of our work. You can see there's a picture of one of our mobile health units called CATE, Community Accessible Testing and Education. CATE emerged when COVID-19 became an issue where testing and vaccinations were badly needed across Pennsylvania and so we partnered with Pennsylvania Department of Health to hold hundreds of vaccination testing and education events. And to have one-on-one conversations, face-to-face conversations to answer questions about COVID-19 testing, vaccinations and as CATE has rolled along, we have expanded the services to include things like blood pressure, height and weight, glucose screenings and flu vaccinations as well as other health education such as like, diabetes prevention, self-management, tobacco cessation. Any sort of clinical community, clinical connections type work for closing the gaps between communities and clinical services. So, it was a natural fit to talk about primary care and Coverage to Care. Next slide please.

And so, there's a picture of a couple of larger CATE units. Next slide.

And there's just one more picture of some of our mobile events and you know we have music going. As you can see there's some bubbles at that one event. And just create a really engaging high energy





experience, where people can get together and - and lean into managing their healthcare and their - and their health. Next slide please.

So, in this partnership, in addition to the Latino Health Summit we had two mobile events, community-based events where we promoted the Coverage to Care offerings, both in April 2023. Alder Health Services in Harrisburg is a primary care site that mostly serves LGBTQIA individuals. But - and provides HIV- and AIDS-related care, but also primary care services. So that was a great fit to promote C2C. And then we've got a wonderful relationship with a church in York, Pennsylvania called the House of Reconciliation. And our staff and the team at House of Reconciliation worked together to reach people with the C2C materials at that event as well. So again, natural fits for this type of partnership. Next slide please.

A few takeaways. The messages and the flyers were well received. People definitely appreciated some insights about all the different offerings within primary care. Some tips on what to do next, how to make appointments. We sprinkled in a little bit of building people self-efficacy or confidence in asking their primary care provider about these services. Not being afraid to ask for how they can access these sorts of screenings and vaccinations and whatnot. As I said the Coverage to Care materials and content really meshed well with our events. Just a couple areas of improvement. I know that the road maps are great. I think one thing that was lacking from our booths, and it was mostly just the - we didn't have a whole lot of time to plan it all out, but we had these great evens coming up. This is such a perfect fit. We wanted to get these materials out and have staff - I guess I could have mentioned this too. We had a number of our staff trained; you know on what C2C is. So, they felt really comfortable in engaging community members with this content, right. If the folks doing outreach don't understand the content and the purpose of the materials, then it's hard to communicate with confidence and genuine and authentic trust and interest and that this is a valuable resource. So, our staff were trained thanks to CMS and Ketchum for training our folks. So yeah, I think I saw actually some of the slides in the Community Tour that they have the tall banners with the roadmap on there. That would have been something that was great for us. But again, our staff are well trained and knew how to lay it out nice and clear. This was what you need to do next, if you don't have a primary care provider, here's how you find one. And then you can take these flyers into the appointment with you and ask, hey what makes sense for me, doctor. And then yeah, everything was great. The materials are clear and very helpful. Again, would have been nice potentially to have some more large format materials like stand-up banners, a tablecloth, a tent, maybe t-shirts - we had our own t-shirts on, so anything to make the C2C brand more visible. But of course, those things come with a cost, and you have to sort of draw the line somewhere. So really it went great, and our staff enjoyed the work, and felt like it was like I said, a natural fit for what we were already doing for the community. Next slide.

I think that's it. Yep, feel free to take any questions if you have any. And we're always open to talking about future partnerships or brainstorming new ideas for C2C outreach. Thank you very much.

You can go to the next slide. Thank you, Sean. Thank you, Sean and George, for that presentation and giving us an overview of the partnership. And with that, we now have time for questions. So, the Q & A function is available. So, we ask that you submit any questions that you may have, and we will answer as many questions as time permits. These questions could be about the resource that you saw today or also questions related to the collaboration opportunity with Latino Connection. So, we do have a few that we already have here, so I'll just get started with reading some of those. And again, please submit any questions that you may have.

So just to get us started, per types of modalities for the Roadmap to Better Care has CHW/Community Health Offices been trained to disseminate these resources, e.g., by call or in-person appointment to their communities?

Hey Dante, it's Ashley. I'll take that question. So sometimes, I'll admit - so the Navigator Program that is run through our healthcare.gov team does actually include some training on health literacy and uses Coverage to Care as the example there. So, there is some formal training out there for navigators and



assistors. Otherwise, we tend to use this type of webinar and sometimes we go into more depth about like the roadmap itself and a little more detail about how to use it, how to talk about it and use those as kind of train the trainer type activities. So, we do have multiple resources on our website to help with that. There's not a formal training, but we have some past webinars that might be of use. There's a partner toolkit that talks about which resources to start with, how you can talk about it, how to customize what you're doing. And then of course, if you have any further questions, we're always happy to connect as well. But we tend to use this type of webinar, and sometimes there's other written materials as well.

Ashley, I think you dropped a little bit there at the end of the response.

I'm sorry, you said I dropped a little bit - I seem to be having issues today. Yeah, so there's a little bit of stuff and informal training, if you will, on our website, so past webinars, partner toolkits, and the PowerPoint presentation that's actually written for anybody to just take it up and use it. It's got the script and slides and everything ready to go. So that one in particular can be a lot of use if you want to do your own train the trainer.

Thank you for that initial response there, Ashley. And then the next question that we have, will C2C have any information from individuals related to surprise billing?

I'll take that one too. So, for surprise billing and in general for the No Surprises Act, that one actually timed pretty well with the we are updating our Roadmap to Better Care last year. So, there were some pieces of it. One example is the Sample Insurance Card. So, under that law there was certain pieces that needed to be added to insurance cards that sometimes were there and sometimes weren't. So, we made sure that our sample insurance card reflects all of those updates that came out of that. And then we've also - so during planning something separate from that, there are a couple very small pieces that changed in the Roadmap to Better Care from the No Surprises Act, but outside of that we've actually just worked behind the scenes with our healthcare.gov team to help review their materials and all the pieces that they were putting out. So not separate from what they're doing, but we have interacted with them, and we know that they've had a lot of work going into that.

Alright, thank you Ashley for that response as well. And then the next question that we have, after these materials were created and the information sessions done, have you seen a correlated and measurable change in services used?

So, I'll start with that as kind of like the big picture answer, but if Sean, you have anything you wanted to add just like from the immediate effect, anything please feel free. So, we do have -- we do some studies in the back -- like a more formal survey of organizations and users to see what's working, what they like, what's not working. In general, there is a positive correlation and there is an improvement. It's hard to depict if that is Coverage to Care, or if that is something else somebody is doing, or if it's all of those things combined. It's probably all those things combined and something we don't even know, in general. But we do try and look and see if that's working and try and use real research backing to figure out what we need to do and adjust. So, we do look into that and there is a little bit out there that's very dated at this point, but we hope to be able to publish more on that in the coming years. We're kind of - we take a long time with it because we want to make sure that it's thorough and so we're really thinking through everything we can. So, when we're able to put out that kind of research on our own program, we will. But in general, yes, we are seeing a positive correlation. But it's still fresh data. If anybody wanted to add to that though, from any of the other speakers, please feel free to.

Please submit any additional questions that you may have. Again, we'll take as many as time allows. So, if you have any additional questions either on the presentation resources that you've seen today, or the collaboration with Latino Connection, again, please share any questions and we will ask them.



Dante, I saw the note about one of the links wasn't working, so I'm going to see if I can put my chat, everybody -- I can't. So, I'm going to put, put this to Dante. If you maybe could send this out to folks in the chat.

The slides, transcript, and recording from today's webinar, and past webinars can be found on our website. So, I had mentioned that we had some past ones up there that might be useful training. So, today's will be added to that list and the link that should be coming around soon there's one that was sent to answer some of these questions, that didn't seem to work.

So, a new one is coming around soon. But there will be everything posted online once we get the transcript and everything together.

I have that link and I will send it out shortly.

Thank you.

I'm scrolling through the chat. I'm not seeing anything else coming through, but if any other questions come up, please always feel free to reach out to us. If we can advance one more slide, it's got our contact information there, which is [coveragetocare@cms.hhs.gov](mailto:coveragetocare@cms.hhs.gov) and you can send us an email there at any time. I check it myself. Probably the easiest email to give out to you, so [coveragetocare@cms.hhs.gov](mailto:coveragetocare@cms.hhs.gov), if you have any questions about today or C2C or how you can do more, please feel free to reach out. We'd love to hear from you. I think that's all I see in the Q&A Dante unless I missed something.

I believe that was everything that we had for today. Yes, that was all the questions.

Ok, we'll go ahead and wrap up. Everybody can get to their 1:00 meetings or 10:00 whatever time it is, where you are. Thank you.

Thank you.