

Kentucky Department for Medicaid Services

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Insurance Program (KCHIP)



Kentucky Demographics

Of Kentucky's 120 counties, 98 are classified as rural

Rural definition based on Office of Management and Budget (OMB) metro counties



Kentucky's Children

- 1,042,000 children under age 19 statewide
- Approximately 498,000 under 200% of FPL
- 6.8% uninsured

Kentucky Children's Health Insurance Program (KCHIP)

- Combination program
- 200% of FPL
- Utilize the Medicaid infrastructure
 - Provider network
 - Eligibility determination
 - Claims processing
- Seamless transition between Medicaid and CHIP



Policy Amendments

- Program implemented July 1999 with mail-in application process
- June 2001 – Implemented face-to-face interview for re-certifications
- July 2002 – Implemented face-to-face interview for initial application and reverted to mail in for re-certification
- August 2003 – Implemented nominal co-payments

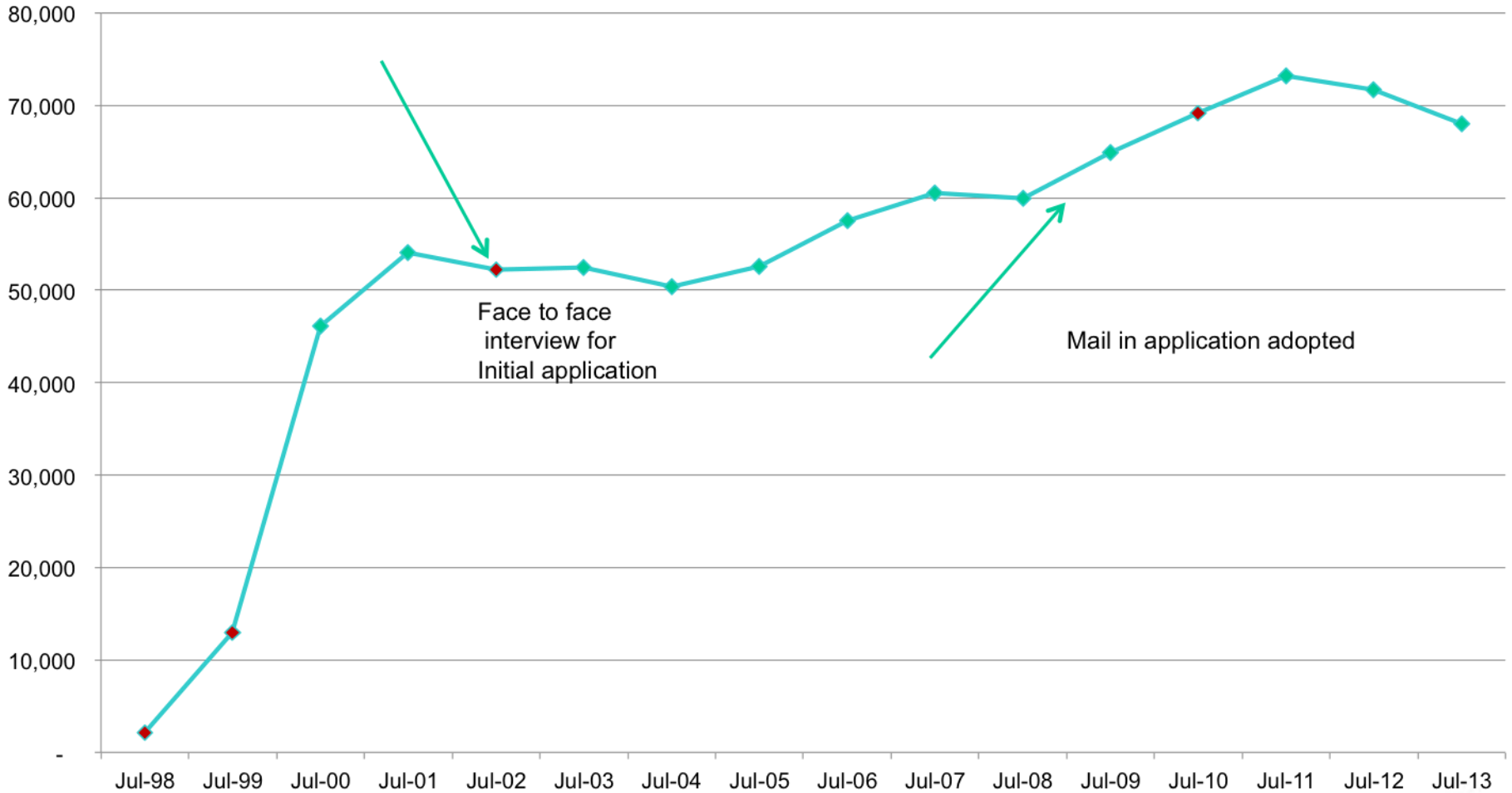
Policy Amendments

- November 2003 – Implemented \$20 per month/per family premium
- November 2008 – Simplified enrollment process for children and embarked on aggressive outreach campaign
- November 2008 - implemented policy to allow workers to process re-certifications if documentation received within 30 days
- July 2010 – Eliminated \$20 per month/per family premium



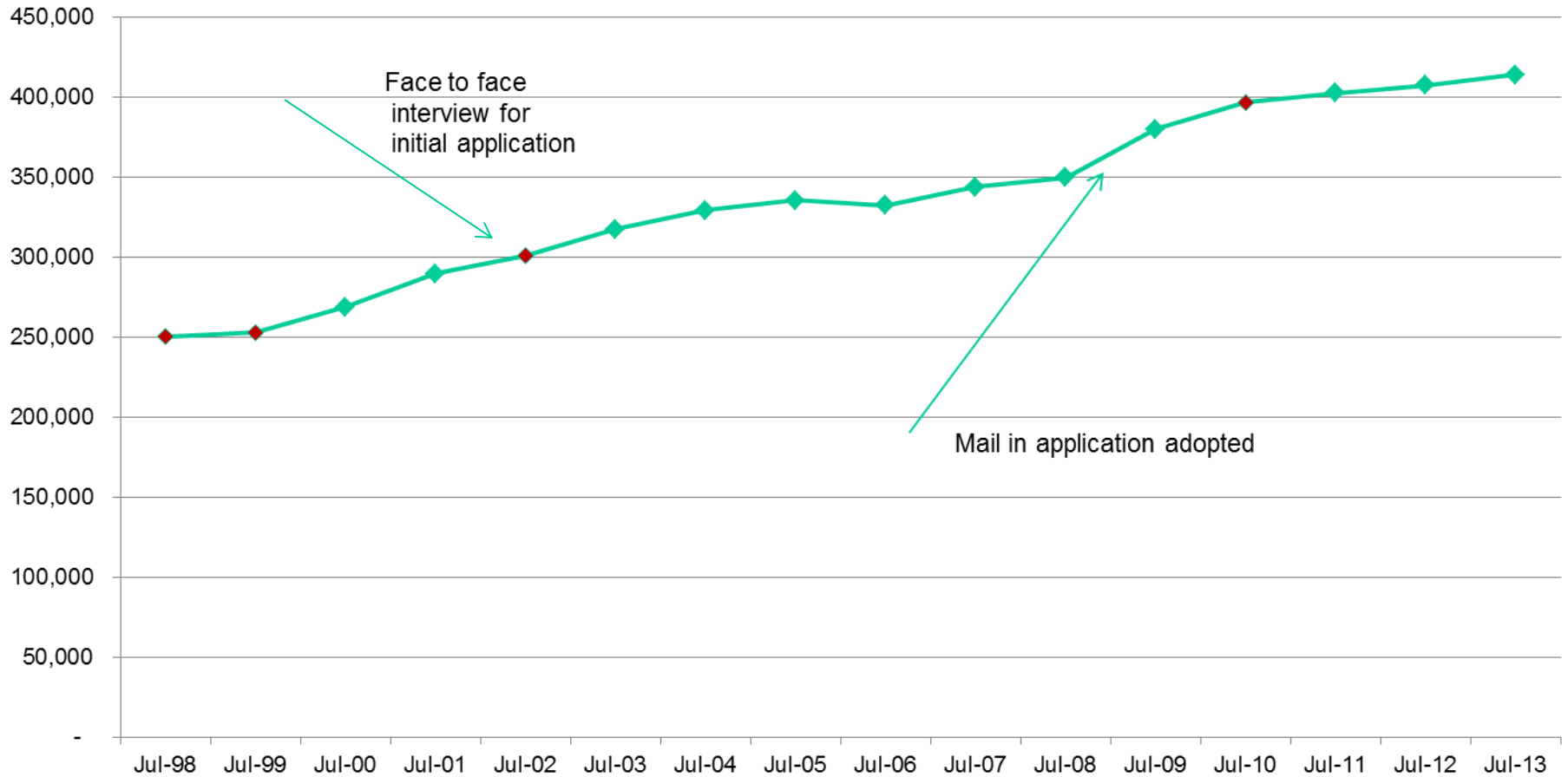
Enrollment Trends

KCHIP ENROLLMENT



Enrollment Trends

Medicaid Child Enrollment



Enrollment of Children Under Age 18

Month	Medicaid	KCHIP	TOTAL
Jul-98	250,342	2,154	252,496
Jul-99	252,732	12,937	265,669
Jul-00	268,546	46,095	314,641
Jul-01	289,703	54,117	343,820
Jul-02	300,862	52,239	353,101
Jul-03	317,181	52,525	369,706
Jul-04	329,027	50,406	379,433
Jul-05	335,376	52,547	387,923
Jul-06	332,328	57,557	389,885
Jul-07	343,601	60,547	404,148
Jul-08	349,806	60,011	409,817
Jul-09	379,983	64,923	444,906
Jul-10	396,548	69,183	465,731
Jul-11	402,480	73,183	475,663
Jul-12	407,373	71,698	479,071
Jul-13	413,861	67,994	481,855

Report generated 02/17/2014 – KY MMIS DATA



Outreach and Performance

- KY was not awarded an outreach grant until 2013
- KY received no CHIPRA performance bonus
 - o 12-month continuous eligibility
 - X Elimination or reduced verification of asset requirements**
 - X No requirement for an in-person interview**
 - X Same application and renewal forms for Medicaid and CHIP**
 - o Automatic/administrative renewal
 - o Presumptive eligibility
 - o Express Lane Eligibility
 - o Premium Assistance



Outreach Strategies

- Simplified application process
- Trained community partners regarding the new application process
 - Family Resource and Youth Services Center (FRYSC)
 - Local health departments
 - Medicaid providers
 - Faith based organizations
 - Day care centers

Outreach Strategies

- Developed new outreach materials – focus on uninsured
- Audio news releases
- State fair
- Back-to-school campaigns
- Urban – mass transportation advertising
- Rural – reliance on community partners

2012/2013 Outreach Strategy

- Collaborated with KY Health Benefits Exchange (KHBE)
- Assisted with development of on-line eligibility and enrollment process
- Began an aggressive outreach campaign in conjunction with KHBE

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KENTUCKIAN



Kentucky's Success

Changes implemented in 2008 and forward resulted in Kentucky increasing the net number of children enrolled in Medicaid and KCHIP by approximately 70,000 children in a 4 year period

- Average of 450 new children per month in CY 2007 (minimal outreach and no mail-in application)
- Average of 1,335 new children per month in CY2008
- Average of 2,931 new children per month in CY2009
- Average of 1,292 new children per month in CY2010
- Average of 884 new children per month in CY2011



KHBE Enrollment

- As of January 2014 approximately 181,587 individuals enrolled in Medicaid through Kentucky's Health Benefits Exchange
- Approximately 3,685 children enrolled in KCHIP through Kentucky's Health Benefits Exchange

Factors that led to Success in KY

- Leadership
- Simplification of enrollment procedures
- Grassroots outreach efforts
- Focus on uninsured children rather than poverty level

Factors that led to Success in KY

- Training and partnering with community to assist with outreach
 - Providers
 - Health Departments
 - Schools
 - Advocacy organizations
 - Faith based organizations
 - Child care centers
- Marketing



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