

## **AMCHP 2007 ANNUAL CONFERENCE**

### **HEALTHY COMMUNITIES**

March 3rd to 7th, 2007

#### **Putting a Face on a Title V CHSCN Program:**

#### **Marketing and Outreach Strategies for Florida's CMS Network**

VICKI POSNER: I'm Vicki Posner. I'm a Bureau Chief for CMS, Children's Medical Services Network Operations Bureau in Tallahassee, Florida. We're very excited to be here today to present to you an overview of the recent marketing and outreach initiative that we have undertaken for our program. I, along with my cohorts here, have been very excited. We feel like we've done some phenomenal things in this past year and I hope that you will gain some things from this talk today that will enable you to take some of the things that we've learned and some of the things that we've identified as important back to your individual programs.

First I'd like to introduce Don Meyer. Don Meyer is a Central Office Policy and Program Consultant in Tallahassee and he's going to provide you today with an overview of where CMS was with its marketing and outreach initiatives and things that we identified.

And then we have Kristin Roberts who's sitting here in the front row. She's a CMS-contracted marketing specialist and she's going to outline for you our current initiatives and where we're going with our marketing efforts in the future.

But first I'm going to provide you with just a brief overview of Children's Medical Service to identify the organizational structure and the functions of the program. Children's Medical Services is the Title V program for children with special healthcare needs in Florida. CMS operates the CMS network which is a statewide managed system of care that provides a full continuum of care for children enrolled in the CMS network. This continuum of care includes screening and prevention programs, early intervention and primary care services. It includes medical and therapeutic specialty care and it includes long-term care programs.

Each CMS network enrollee receives the full Medicaid benefit package of services. Each enrollee is assigned a primary care physician who serves as the principle referral source to other network services. And each CMS network enrollee has an assigned CMS care coordinator available to assist the family to obtain the needed services for each child.

The CMS network is a partnership with both public and private sector providers. The CMS network providers range from private solo practitioners to tertiary care university medical centers. And each of these providers are specially trained and

qualified to provide the services required for this population of children. In the CMS network we have over 5,000 primary care and specialty care physicians alone.

The CMS program in Florida is structured--we have a statewide central office in Tallahassee and we have 22 area offices around the state that are structured within eight regions. Each of these area offices is operated under the direction of a pediatric medical director. We have 750 employees statewide. These employees are nurses and social workers and other support staff. The nurses and social workers provide care coordination to families, as I mentioned earlier. Each child upon entry into the CMS network is given a full physical and psychosocial assessment and each child has a care plan developed for them. The CMS central office staff provides administrative support to our area offices. And this administrative support consists of policy and program development, quality assurance and technical assistance, contract and provider management, and fiscal administration.

Statewide, of course, this slide is about a year old, but statewide we have over 50,000 enrollees. And our enrollees fall into three funding components. About 65 percent of CMS children are enrolled in the Medicaid component of our program. Seventeen percent of our CMS children are enrolled in the Title XXI component. And then we have another 18 percent that are enrolled in the CMS Safety Net program. And the CMS Safety Net program is a state funded program that

provides a limited benefit program for children who do not qualify for either Medicaid or Title XXI.

And although it's estimated that Florida's special needs population is somewhere in the neighborhood of 18 percent of the total state population, and despite the fact that Florida's population continues to grow, the CMS enrollment trend for the period of March 2005 to March 2006, which is depicted in this graph, remained relatively flat. It was this static enrollment trend that led us to fully recognize that we apparently were not reaching our full target population. And that led us to reexamine our marketing and outreach effectiveness.

And that's just a very brief overview of CMS organizational structure. I'm going to turn it over to Don Meyer now who's going to tell you where we went from there.