



# MassHealth Fact Sheet

## Health Care Reform Outreach Grant Program



### Who are the outreach grantees?

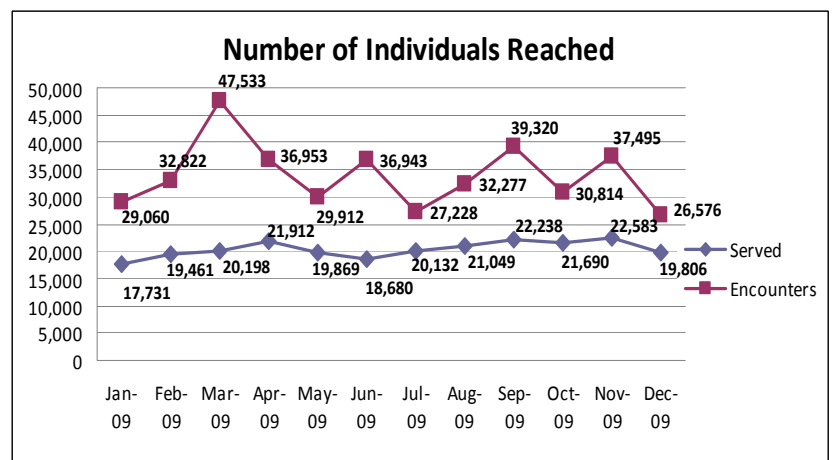
*Direct service outreach grants* provide funding to local, consumer-focused, nonprofit groups that are:

- Proven, trusted resources in their communities;
- Highly knowledgeable about health care reform insurance plans and actively participate in state training;
- Culturally and linguistically competent; often members of the community served;
- Able to reach and engage individuals and families that are not easily reached through mainstream efforts; and
- A valued first hand source of information for the State about community needs, successful outcomes and barriers to care.

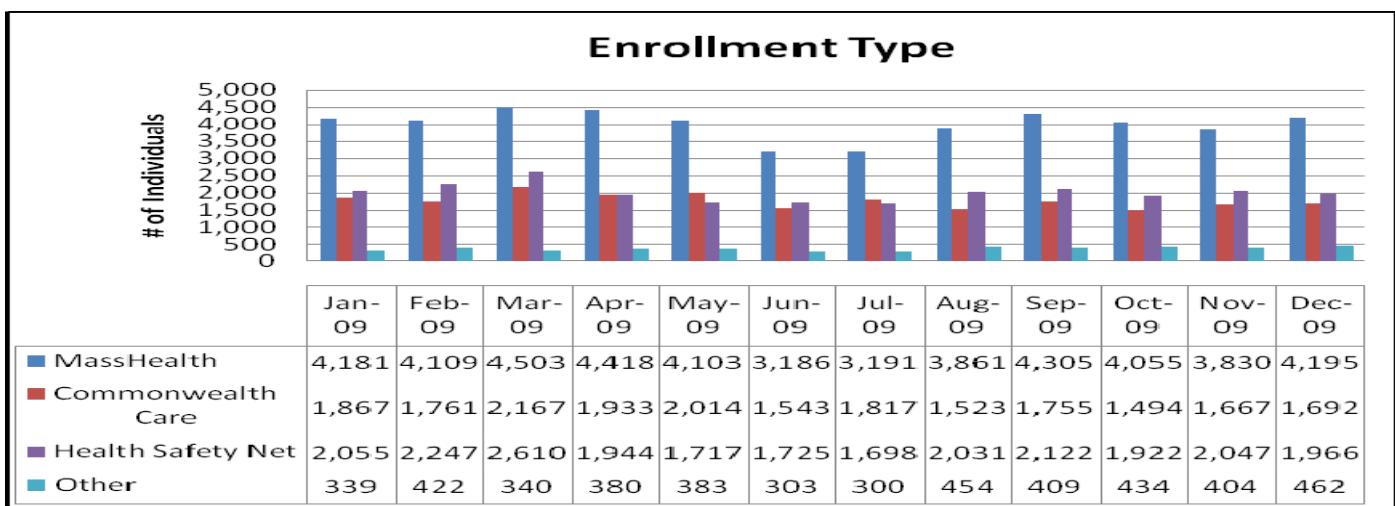
### How do outreach grants support health care reform goals?

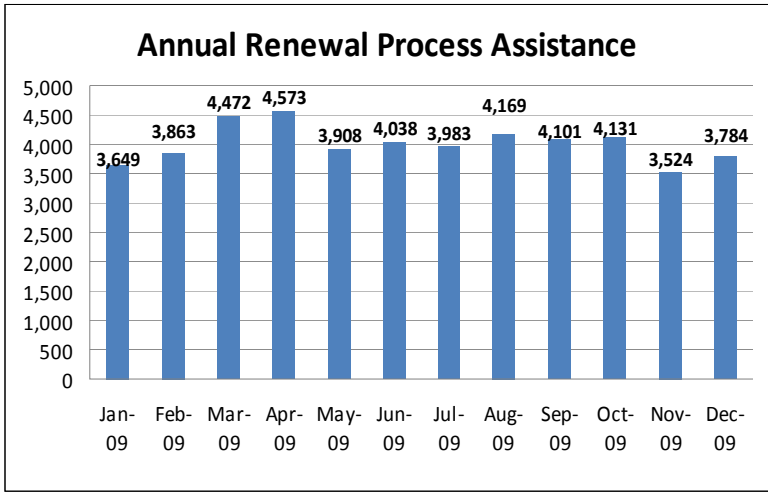
2009 Health Insurance Outreach, Enrollment/Retention, and Provider Linkage Outcomes Demonstrate Program Effectiveness

- Outreach grantees offered a high volume of services for individuals and families each month in 2009. On average grantees responded to **33,911** inquiries each month from residents in need of information and/or assistance with State health care reform programs and requirements.
- Of those inquiries, an average of **20,446** individuals each month received needed comprehensive education, enrollment and/or retention assistance from grantees.



Over **97,884** individuals were enrolled in public health insurance in 2009 as a result of assistance from grantee funded organizations.





**Grantees Assist Residents to Retain Health Insurance and Access Care**

- Grantees have extensive knowledge and experience assisting culturally and linguistically diverse individuals and families retain health insurance coverage. **48,195** individuals in 2009 received assistance to complete the annual renewal process.
- Approximately **43,184** individuals sought assistance to select a health care provider and nearly **74,861** inquired about preventative care and wellness programs.

**Outreach Grant Program - Current Work Underway**

- Continue to provide core outreach, **enrollment**, and **retention** assistance for applicants and members. In the current environment, grant organizations are assisting many individuals that have become **recently unemployed** and enrolling them in health insurance that best meets their needs.
- Ensure assistance to residents, especially individuals and families who experience barriers to care and need individualized assistance due to geography, race, ethnicity, and language considerations.
- Promotion of and education on **wellness healthy behaviors** and the **importance of preventative care**, including important questions to proactively guide visits with health care providers and receiving health screening information.
- Ensuring individuals not only have an insurance card, but **can access needed health care services** by working closely with them to overcome barriers.
- **Inform residents about** important health care reform program and policy changes that may change their health insurance benefits, through innovative and community oriented regional outreach.

**For more information about the grant program including a complete listing of grantees visit**

[www.outreachgrants.org](http://www.outreachgrants.org)