



Hello everyone and thank you for joining us for today's -- today for the Center for Medicare and Medicaid Services Office of Minority Health Coverage to Care Partner Webinar, the first one of 2024. So, my name is Dante Webster and I work with Ketchum, CMS OMH's communications contractor. Next slide, please.

Before we get started, just wanted to provide you all with a few accessibility features for the webinar. First, we do have closed captions. To access this feature, go to the menu at the bottom of the screen, 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. Additionally, 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. Watch choose American Sign Language and a video window of the interpreter that you've chosen will appear on your screen. Next slide, please.

Okay, on this slide, we have the agenda for today's webinar. We will begin with a quick reminder about the Medicaid and CHIP Renewal period. Next, we'll give an overview of OMH's Coverage to Care, also known as our C2C initiative. And following that, we will provide insight into how the resources -- into the resources and how you can get involved in this initiative. Then we'll provide updates on our latest C2C resources. And following that, we'll hear from one of the organizations that was able to collaborate with C2C for our inaugural Community Connections Tour, PathStone. And we will conclude today's webinar with a Q&A session to answer any questions that you may have. I'll now turn it over to Ashley Peddicord-Austin from the CMS Office of Minority Health. Next slide, yeah.

Thank you so much, Dante. Hi, everyone. Thanks for joining us. I'm going to begin with just a quick reminder about the Medicaid and CHIP Renewal process. We can go ahead to the next slide.

So many of you know, the Medicare Marketplace open enrollment periods have ended. There's, of course, special enrollment for many folks, but Medicaid and CHIP Renewal work does continue across the country. Following the expiration of the COVID-19 Public Health Emergency, states and territories had to redetermine eligibility for each person that had been covered by Medicaid or CHIP within the 12 months. And then complete renewals within 14 months, between April 1st of last year and July 31st of this year. So, if this work is continuing in your particular organization and area of work, please do visit the Medicaid website to learn more. Or you can also visit your state's Medicaid or CHIP webpage where you will be able to find out more information, as well. The resources are still out there so do continue to look out for anything that can help you in that work. We encourage you to use these dates to review, update, and renew coverage, to help ensure everyone has continuous access to health care services. We can go to the next slide.

So today, we'll focus on Coverage to Care, or C2C. As previously mentioned, it's essentially a health insurance literacy initiative focused on helping increase a consumer's connection to care. And in turn, hopefully have better health outcomes. But regardless of the consumer or the insurance type, anyone can use Coverage to Care. We want consumers to understand their health coverage and then actually use it to make an appointment with a provider who takes their coverage and then receive preventative care services, primary care services, and in general, help a consumer to live a long and healthy life. So, let's get into it. I'll now turn it over to my colleague, Jessica Dawson.

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 materials and by 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 the right preventive services. And then, once you've started that conversation, give them the tools they need to understand it, show them where the explanation of benefits is and how to read it. Point out the cost savings tips there to outline throughout the booklet. Show them the definitions for each of the health care costs, paying special attention to premiums, deductibles, copays, and cost sharing. There is so much information in the booklet that it may help to point out which resources and



information are applicable to them. Then personalize it. You know your community the best, so consider what would be the most useful information for them. For example, if diabetes rates are higher than average in your community. Then point them to the Managing Your Diabetes resource or give them more information about preventive services available to them that will help reduce their chances of being diagnosed with diabetes. You can even consider adding local resources and information so that they can access the care they need. Next slide, please.

To give you a better idea of the kinds of organizations and nonprofits using C2C resources, we've compiled a list on this slide. And, as you can see, there's a wide variety of community organizations that use our resources. Next slide, please.

There are several new releases and updated resources from Coverage to Care, including the C2C Community Connections Tour with Rural and Geographically Isolated Areas video. Additionally, we are excited to introduce the newly updated Chronic Care Management, also known as CCM, resources, which you will delve deeper into in the coming slides. Next slide, please.

We will first like to share with you the new video from our Coverage to Care Community Connections Tour. This video highlights the work down by organizations that serve rural, tribal, and geographically-isolated communities. Through the video, we hope to share how individuals within these communities are utilizing Coverage to Care resources to help them get the most out of their health coverage. Please play the video.

Coverage to Care, or C2C, is an initiative developed by the Centers for Medicare and Medicaid Services to help people understand their health care coverage and connect to primary care and the preventative services that are right for them so they can live a long and healthy life.

We need to educate our rural areas around health care, around health insurance, around how to access their health care once they get it, how to seek out that care.

The Coverage to Care program reaches out to many local community organizations to educate and help share health care information with their respective communities and within their states.

We use the different pamphlets and resources that explain to clients how their health insurance works.

So, one of the biggest adversities we see is dealing with the language barrier that we have here in the community when we're helping our consumers trying to get into plans in Medicaid and CHP. Using our Coverage to Care resources and tools have helped us out a lot in trying to, you know, decide how we can explain it directly to them as we're translating to them.

Being part of the Coverage to Care Tour has been amazing because we've been able to hand out these materials to people who have never had health coverage, who don't know what a copayment is or a coinsurance or a deductible.

We're explaining to them what premiums consist of, what the coinsurance is, as well as just what of, you know, explanation of a benefit is once they actually select a plan. So, these resources that were given to us by C2C has been really beneficial, in this case.

When people are taking of their health, making it a priority, the whole community is a healthy community.

Coverage to Care really helps us to give them an advantage, which in the end, gives our community an advantage.

Thank you very much for sharing the video. We do hope you found the video useful. We love hearing about how helpful these resources have been to our partners and the communities that they serve. The



link to this video will be available in the chat and linked in the PowerPoint presentation once the recording and presentation are available on our C2C webinar webpage. Slide 12.

We learned about the drug list rules, so now I'm going on to our prescription resource. Learning about drug list rules, regulations, prescription cost, and prescription labels helps to ensure that patients feel confident in managing their care. To assist them with this process, we've developed the Tips for Understanding Your Drug Coverage and Prescriptions booklet. This resource is currently available in both English and Spanish and helps individuals learn more about the prescriptions and services available under their drug coverage, how much their prescription will cost, and helps them understand their prescriptions once they have. CMS OMH hopes that these updated tools will provide guidance, support, and ultimately empower individuals and providers to take on a more active role in their health management and achieve empowered overall wellbeing. Next slide, please.

Next, we wanted to share our recently updated Medicare CCM resources for both health care providers and patients. These resources raise awareness of the benefits of CCM for Medicare patients with multiple chronic conditions and provide health care providers with information to implement CCM. On this slide, we have previewed three of the new resources. On the left, we've included an image of the CCM Factsheet, which details guidance on how to improve your health care management, allowing you to dedicate more time to activities you cherish and overall improve your quality of life. In the center, we've included the image of the checklist which is designed to help providers stay more organized when providing CCM to those they serve. The final resource on the right is an At-A-Glance flyer which is also designed for health care professions and explains CCM and its benefits. In addition to these resources listed, we've also developed a toolkit and a slide presentation for health care providers. There's also a new animated video to further help patients understand CCM. All of these resources are available on the C2C webpage and all resources are available in English and Spanish, with additional languages in development. Next slide, please.

Before I close, I do want to highlight how you can partner with Coverage to Care and share how organizations have partnered with us for our newest Coverage to Care initiative, the 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 as I mentioned, was recently refreshed and updated with our new design and new information. In the toolkit, which is available in both English and Spanish, you can find a lot of the information I already covered today like why C2C is important, more about the resources and how to access them. While we've also included information on planning a C2C event and a guide on drafting written content. It is a very high-level document that offers a wide range of audience's different tools applicable to them for getting involved. Next slide, please.

And again, just highlighting 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 prewritten script. Something you can 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 in a blog, newsletter, social media graphics, and posts. Next slide, please.

And you can order these materials at no cost to you. We have most of the resources that I talked about today available at our warehouse and you can visit productordering.cms.hhs.gov to place an order. C2C is always excited to hear from you. We enjoy hearing about best practices, lessons learned, or feedback on any of our resources. And next slide, please.

And I will now be turning it over to my colleague, Dante Webster, to introduce our panelists.

My apologies. Sorry about that. I was trying to find the mute button for a minute there. And with that, thank you, Jessica. As we hope this presentation has shown, it's an honor to collaborate with



organizations and we greatly appreciate the feedback that we receive. Anabelle Del Valle Melo from PathStone, one of the organizations with whom we collaborated for the C2C Community Connections Tour, will now join us to discuss this organization's experience and the feedback that they received in their community.

Thank you, Dante. We can move on to the next slide so we can start the presentation. Like you know, my name is Anabelle. I'm the director of resident services for PathStone Management Corporation in Rochester, New York. And to tell you a little bit of our organization, everything started with PathStone Corporation, which is a non-for-profit community development and human services organization dedicated in eliminating poverty and in strengthening families and individuals in our community since 1969, so that's a little bit over 50 years. We help low-income families and economically distressed communities in seven states including the country of Puerto Rico. Our main areas of services in PathStone Corporation is workforce development, education and health, housing and community development. We are part as the housing and community development with an affiliate called PathStone Management Corporation and we manage 2,400 homes in the New York State. We are a leader in the affordable housing market, and we proudly serve as an equal housing opportunity provider. Resident services provides services to the Property Management Portfolio, assisting over 1,000 residents. And Resident Services main goal is to help residents to maintain their independence and wellbeing by providing them tools, resources, and programs that promote a secure and fulfilling life. You can move on to the next slide, please.

Some of the disparities that we can find among our communities and our residents, and I believe this goes everywhere in the United States, is access to health care, limited access to health care services including preventing care and screening, as well as insurance coverage, leading to delayed and insufficient medical care. We also find chronic disease, which is a higher prevalence in early onset of chronic disease such as diabetes, hypertension, cardiovascular disease, and other risk factors like obesity and nutrition. Mental health also with minority after experiencing higher rates of depression, anxiety, and mental health disorders. And having limited access of mental health services, and of course, the culture and stigma around seeking for help is one of the disparities, as well. Social determinants of health, disparities in social and economical factors such as education, employment, and income, which contributes, as well, to health inequalities. And last, but not least, and I think one of the most important ones, is health literacy affecting understanding of the health care information which changes all the time and it's very complicated. And adherence to medical advice. Language barriers also part of this. Not having information in their native language for our residents has been also difficult. We can move on to the next slides, please.

Thank you. I want to talk a little bit about our experience working with the Center for Medicare or Medicaid Services Office of Minority Health. In acquiring the C2C, the Coverage to Care material, which was very simple. As Jessica show you, you just can go into the website, log in, order, print. You can do anything you want to obtain these materials to share to the community. Not only that, the information is clear, it's easy for our residents to understand, and most important, is so easy to remember because the way it is in those materials, the way it is in there. It was very important for us to have the material available in Spanish, as well, and you can see the Road to Map is also available in Arabic. We do have a big community here of people that speak Arabic, so it was very important for us to provide this material in their native language. Resident Services, what we did is that we incorporated C2C information in workshops in our monthly events. We do offer to our residents coffee hours, birthday parties. We do health fairs, as well, and we sat down with them, our coordinators, and went through the material with them. and it was very gratifying to see how important it was to provide this information to our residents. And I always said it was an eye-opening to realize how much that were missing out by not having this information in hand. As I said previously, we aim for our residents to be as independent as possible and we achieve this by empowering them with this material and this information. And now we can see them taking care of their health and making better decisions.



We didn't limit ourselves just providing workshops and these type of events. We also incorporated the C2C information in our newsletters, which is delivered to every home every month, ensuring that everyone get this information. And for those that also couldn't participate into our events, are able to obtain this information, as well. We can move on to the next slide.

This is some of our events with the coffee hours and our birthday parties. This was hosted in some of our properties in Rochester, New York and Henrietta, New York, as well. You can move on to the next one.

We did health fairs. We have some of our residents there. They were so happy to obtain this information. It was very, very gratifying to see them. You can move to the next one.

This particular event is hosted by our PathStone Foundation. It is called PathStone Presents Provok!ng Thought. And this is an opportunity for us to get together, the community builders in the Western New York, to engage with local and national thought leaders on the issue of poverty. The 2023 event talk about on the impact of racial segregation in United States metropolitan areas. And the keynote speakers were Richard Rothstein and Leah Rothstein. That and they discuss in this event a strategies outlined in their books, *The Color of Law* and *Just Action*, to address segregation at local level. And aim to assimilate perspectives on poverty and foster partnerships to tackle these challenges for the community development. There were hundreds of community individuals that participated in here. We had also government officials in these events and big companies that participated in here and it was a great discussion. C2C was also part of this, providing to every participant with information about the program. We can move on to the next slide, please. Thank you.

A little bit of the impact promoting health insurance literacy is for me it's one of the most important things among the minorities because it's crucial for them to have fair health care access. The Coverage to Care initiative, C2C, helps individuals understand insurance, navigate the health care system, access to medical services, and also to plan for cost. By ensuring informed choices and fostering inclusivity through cultural sensitivity with this health insurance education, we reduce disparities. Literacy is a key, like I said. It's a step towards to health equity, and empowering individuals, and improving community wellbeing. I believe 100% that this is what C2C's achieving in the community by reaching out to organizations like ours that work hand to hand with minorities. As you can see here in the slide, we engage with our informative events with over 70 residents. We distributed the materials to residents' home. They were able to take these materials well when they participated in our events and use this information materials as practical guides. We received positive feedback and questions, just to hear them ask you questions like, "How do I know if my insurance covers certain test or specialist?" or "How can I switch from insurance to another insurance?" and be able to provide this information to them in their native language and also in writing for them to take home has been amazing. Because you can see the eagerness for them to learn and to make informed health care decisions.

We also extended the outreach with these materials to over 700 homes by distributing these newsletters and also to ensure that everybody has access to this information. I believe that empowering residents with knowledge for confident health care navigation and informed decision making was the end result with these materials that C2C offer. And we are very happy and grateful to be able to partner with Centers for Medicare and Medicaid Services Office of Minority Health. Because this organization and this program has help us to achieve our main goal, which is have residents provide them with tools so they can have a fulfilling life and be able to make the choices they deserve for their health. And I really thank you, everybody, for the opportunity to present today.

Okay, thank you, Anabelle. We really appreciated the feedback and the overview that you gave regarding PathStone's opportunity to collaborate with CMS OMH. So, you can go to the next slide.

Okay, and so we will now have time for questions. The Q&A function is available, so we do ask that you submit any questions that you may have, and we will answer as many questions as time permits. Please do just drop any questions that you have, and we will look into those, and share them. And for some of



these questions that we do receive, we may just send answers through directly for you all, or actually, Ashley would like to answer this question.

So, the first one asks are states to allow to share these materials on their websites.

Thanks. Hi, everyone. Yes, absolutely, you may share these materials. We have the Partner Toolkits and things; you can take the language. You can copy and paste it. We appreciate if you want to do a citation or just a hyperlink to our website, that's perfect. You can share the materials. You can share the links. When you personalize the conversation to a consumer, or to your state, or your area, that's really what makes it helpful and what makes it resonate. We have seen states take the roadmap and make their completely own version of it. Let's see. I will be very clear with you the government does not have copyright, so if you copy and paste it, that's perfectly fine. In fact, we think it's great for you to be able to have that language that you can use and just quickly reference. So, it is really up to you, up to states, how you would want to do that. We find it is really great to be able to offer a link or a reference, but we can absolutely encourage you to do that.

Oh, and I see a similar question about the Facebook page. Same thing. So again, the Partner Toolkit has social media posts and graphics that you can go and just copy the content, upload the graphic, and be able to use that both in English and in Spanish. So, you can just take it and use it. You can add to it. If you want to add in something that's more personal, or more relevant to your area, or maybe the time of year, you can certainly do that. So same thing for Facebook, Twitter, etc., or if you're on other social platforms. And so, yeah, we do not have copyright limitations. We do appreciate when you mention us, or you link to our website. That is very much appreciated and nice, but, you know, you won't hear from me if you don't.

Okay, thank you for that question, and then another question that we did have was are these materials available in languages other than English and Spanish.

Yeah, so we can -- sorry, Jessica, tell me if I get these wrong. Let's see if I can do it by memory. So, now I will say the Partner Toolkit and most of our partner materials are just English and Spanish. With that caveat said, the consumer-facing ones, most of those are in eight or nine languages. So, we have English and Spanish, Arabic, Chinese, Haitian Creole, Korean, Vietnamese, Russian, and most recently we've added for several things, Ukrainian. This is another case where if we can't offer the translation but it's something that you need in your area, you know, you can kind of work with some partners in your area. Maybe see if there's somebody who might be able to help with translations. We understand that, you know, those nine languages may not be the big need in your area. They might across the country be the biggest needs, but in some local areas, there's a huge need that's something else, some other language. So, our regional offices do try and help with that, but they don't have a ton of assistance for that additional translation work. So, if there's something that you're trying to do or you want us to, you know, help you verify a translation. Or you, you know, "Can I do this? Can I take this, and adjust this language, and translate it myself?" You know, that's certainly something that we've seen people do that, as well. And usually, you want to put it into your own work that you're already doing, but if you can use the English to help you do that, that's certainly allowed.

Thank you, Ashley, for that insight there. And then the next question that we have, is there any advice on materials that are helpful to motivate seeking care for behavioral health?

Yes. Thank you, Dante. So, we actually do have a whole entire roadmap called the Roadmap to Behavioral Health. And this roadmap basically details different resources and materials that we have available to address behavioral health as including emergency and crisis information. There's information on how to use the guide. And it actually is outlined to follow the care of a sort of a faux person that we made in order to help someone like put their self in that person's shoes. So that they can use that person as an example of how they can go through this process themselves. There is another resource that's similar to the Roadmap to Behavioral Health that's specific to college students. So, it really does depend



on the type of population that you're looking to tailor this information for, too. But those are the two that I like to reference together because I know that college students can have a lot of like mental health concerns regards to just being in college, in general.

And then I see another question from the same person regarding whether or not the term's behavioral health or mental health. And from what I've seen, they're typically interchangeable, but I definitely understand being sensitive to using one over the other. So, I would recommend -

Yeah, so the technical from HHS is we typically use behavioral health as encompassing both mental health, as well as substance use disorder. So, it's kind of behavioral health is the umbrella term and that's actually one of the things that's listed in the Roadmap to Behavioral Health is kind of understanding that term and what does this mean. That said, a lot of people use them interchangeably. We do in that roadmap distinguish between it, so it could be a good reference for you, as well.

Thank you, Ashley.

Alright. Thank you, both, for those answers here, and then another question that we have, are there any additional funding opportunities available for partnering with C2C for extended C2C outreach efforts?

So unfortunately, we don't have any grants or anything of that nature. We are able, if you need some assistance, or some direction, or, you know, recommendations on materials, or how to get, you know, like a little bit more about how to get going. That's something that we'd be happy to talk through, and help guide, and, you know, help get you materials, make sure you have what you need. But unfortunately, it's not a funding thing. So, we don't, at this time, have any sort of grant program. So, there are sometimes, you know, smaller grants or things that you might see from other agencies or non-government places. Maybe if you wanted to do Coverage to Care, maybe it could help support. You know, you're certainly welcome to do that. But ourselves, we, unfortunately, don't have any. I wish I had a better answer for you there.

Okay, thank you, Ashley, and please standby for some additional questions. And if you do have a question and we are unable to get to it, we are tracking these questions and will definitely reach out for additional information. We'll be sharing the email where you can send these questions and then we'll also be able to reach back out with answers to certain questions if we are unable to get to them today. And then just one more thing that we did want to note, we are recording this webinar, so it will be available on the CMS OMH webpage. So, we will be sharing some additional information about that, but I did see a question about that and just wanted to acknowledge that.

I just wanted to call that I do see the question for the college students' material. I'm looking for that link right now to share in chat.

All right, and then one additional question that we have here says, "How come every time we want to order materials in the past we get an out of stock? Is there plenty of the new C2C materials now? Thank you."

Yes, so that is definitely something we are aware. The printing, I'm a clear and blunt person as you guys will notice now from the Q&A. The printing costs have gone up a lot in recent years and, unfortunately, the budget has not. So, we print what we can, and this year, with the continued resolution, we only get funds in by quarters. So, each time we are able to get funding to print, we do one. So, we're, at this point, mostly focusing on the roadmap because that is the biggest and most expensive for you all to print. So, we do try to keep that one available in the warehouse in all languages. To be honest, I would like to do the others. I don't know that we're realistically going to get there, particularly this year. In a year where we have our full budget, in the beginning of the fiscal year, we might, you know, future years, we might be able to. But the focus will definitely be making sure that the roadmap is in stock as much as we can, and we'll try that for all languages. Obviously, the English we need the most of, and Spanish, we need the



second most of. The others we try and keep in stock, as well. So, do keep looking. If you're, you know, curious, you can always send us an e-mail to the Coverage to Care e-mail address. It'll come up on the screen in a minute and you can, you know, I'm always happy to check in and let you know if there's one coming that you might want to wait for. Or if, you know, you should go ahead and print on your own if we don't.

Okay, thank you for that additional context there, Ashley. Just let me see if we have any additional questions here.

Dante, I did see a question on care management. I'm actually -- I don't think I can send this out in the chat so I'm going to ask if you could. If you are -- just put it in the chat for the hosts and panelists, if you could send that to the group. If you are a care management, Medicare Chronic Care Management code person that may have questions. Our resources get into a lot of like how to get started, how do I talk to staff about this, how do I talk to patients about this, having handouts for the consumer that is clear and easy to understand. When you start getting into the more nuanced questions, I would actually suggest you check out the Medicare Learning Network's materials, instead, or in addition, maybe, would be the best way. In particular, there is a fact sheet that kind of goes into detail about the care plan, how you update, what does 24/7 mean, who can bill. Typically, you're going to see the CCM codes are billed by a primary care physician, but not always. Oftentimes, the care team will have lots of different qualifications, lots of different types of people on the care team. So, there may be a billing practitioner but there may be others that are on the team, and it can vary by state depending on how the licensing is done. So, if you have very particular questions and that factsheet doesn't help, you may even wish to contact the MAC, which is the Medicare Administrator Contractor, for your area. And you can find more about that on [cms.gov](https://www.cms.gov), as well. If you have questions and none of that made sense, feel free to, again, send us an email and I'll give you some more direction in writing.

Thank you for that additional context there. I did answer that question directly for reference. Just continuing to see if we have any additional questions to flag right now.

Dante, I did see a few people are asking questions about when the slides will be available. Did you want to speak to that part?

Mm-hmm, not a problem. So, we are going to be posting these on the CMS OMH website in the coming weeks. I believe that we do have the link up for the CMS site on the next slide. So, before you all leave today, we'll let you know where you can go to learn more about this. And so, you don't have to worry, we will be providing a recording, as well as the slide deck, as well, for your reference, which will include the links that were used today so that you can find some additional information and reach out to CMS OMH with any additional questions.

I think those are actually all the questions that we have that we will be able to answer right at the moment. Did you want to go to the next slide?

Okay, so, on the next slide, we do have the information for you all to reach back out to us with any questions that you all may have. So, you can stay in touch with us using this information. And if you'd like to learn more about C2C, you can visit us at [go.cms.gov/c2c](https://www.cms.gov/c2c). You can also reach out to us directly at CoverageToCare@cms.hhs.gov. We also have a C2C listserv to which you can subscribe for the latest news and updates. Again, a recording of this webinar, along with the slides and a transcript, will be made available in the coming weeks. And we thank you all for joining us. Have a great afternoon.