



# COVERAGE TO CARE COMMUNITY PRESENTATION

**Coverage to Care (C2C) is an initiative to help people** with new health care coverage understand their benefits and connect to primary care and preventive services that are right for them, so they can live a long and healthy life.

**Use the C2C Community Presentation to talk to consumers** about the [Roadmap to Better Care](#) to help them understand what they should do now that they have coverage. Although the primary audience for the presentation is people who are new to coverage, we think the information covered is beneficial to all consumers.



## OVERVIEW OF THE PRESENTATION

- **The C2C Community Presentation** starts after consumers have signed up for coverage.
- **The presentation starts** with an overview of C2C, explains consumer resources, and helps you walk them through the 8 steps of the Roadmap.
- **Throughout the presentation** you will find links to resources you can share with your audience, including a video series showing how they can maximize their health coverage.
- **Each slide has key points** and a script in the notes section to guide you through your presentation.
- **There's a lot of information in the presentation.** Let consumers know you don't expect them to remember everything, but you hope they will learn where they are in their journey from coverage to care, take away some information to help them get the care they need, and refer to the Roadmap when they leave.

## TIPS FOR A BETTER DISCUSSION

- **Personalize the conversation:**
  - **Use the Community Presentation** along with the Roadmap. Order your copies of the Roadmap at least two weeks in advance of your presentation.
  - **As you walk through the Roadmap**, listen to consumers' questions and spend more time on topics they need assistance with. For example, consumers new to coverage may need to spend more time on key terms.
  - **Include information about local resources** such as your state's Medicaid and CHIP office phone number.
  - **Encourage consumers to interact** and think about their own coverage and health while you talk. Consumers may be afraid to ask questions about using their coverage. Let them know that health coverage is complicated, and they should feel free to ask anything.
- **Several slides have resources you can share** with more information on a topic. Share the Resource page so the audience won't have to copy each website.
- **Download or order C2C materials:**
  - **Have the Roadmap and consumer tools available** for any in-person consumers or send the link for anyone participating online.
  - **Continue your conversation** with assistance from the [Enrollment Toolkit](#).
  - **Coverage to Care materials are available** at no cost at [go.cms.gov/c2c](https://go.cms.gov/c2c).

C2C Resources are available in print and online! [go.cms.gov/c2c](https://go.cms.gov/c2c)

