Coverage to Care Partner Webinar: Updated Resources for Understanding Health Coverage

July 27, 2022

Agenda

- Overview of CMS OMH and C2C

- Overview of C2C Relaunch

- C2C Materials Update

- How to Use C2C Resources

- How to Get Involved

- Q&A

CMS Office of Minority Health

Mission

CMS OMH will lead the advancement and integration of health equity in the development, evaluation, and implementation of CMS's policies, programs, and partnerships.

Vision

All those served by CMS have achieved their highest level of health and well-being, and we have eliminated disparities in health care quality and access.
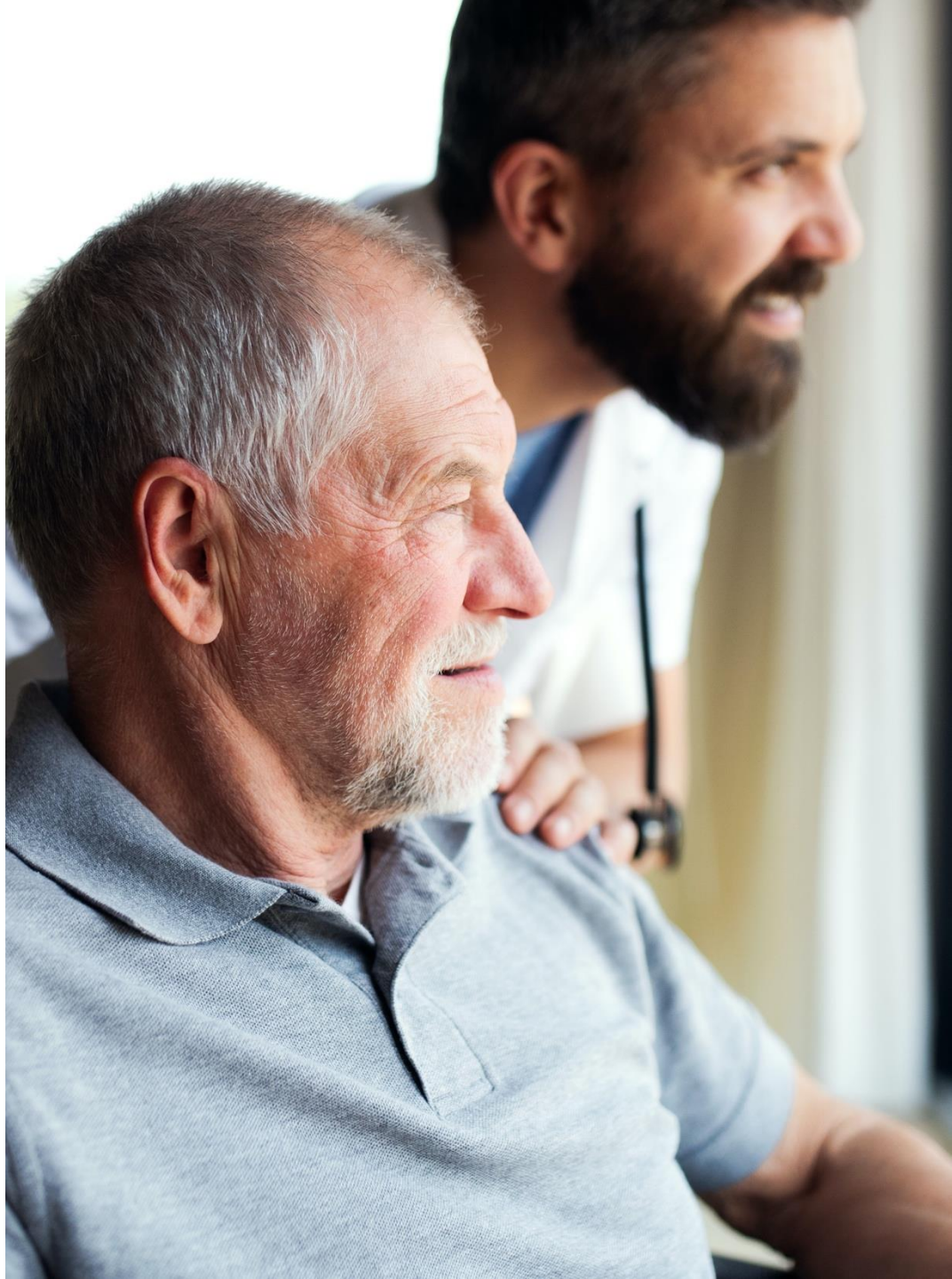
Coverage to Care

Coverage to Care (C2C)

What is C2C?

C2C aims to help individuals understand their health coverage and connect to primary care and the preventive services that are right for them, so they can live a long and healthy life.

Overview of C2C Relaunch

Relaunch Objectives

The C2C relaunch seeks to:

- Improve consumers' understanding of health coverage and health services

- Help consumers connect to primary and preventive care to ultimately improve their health

- Give partners the tools they need to customize their health literacy efforts

- Increase awareness of C2C to encourage use and sharing of C2C resources

Relaunch Activities

CMS OMH will meet objectives through the following activities:

- Materials development

- Partner engagement and stakeholder outreach

- Research and metrics
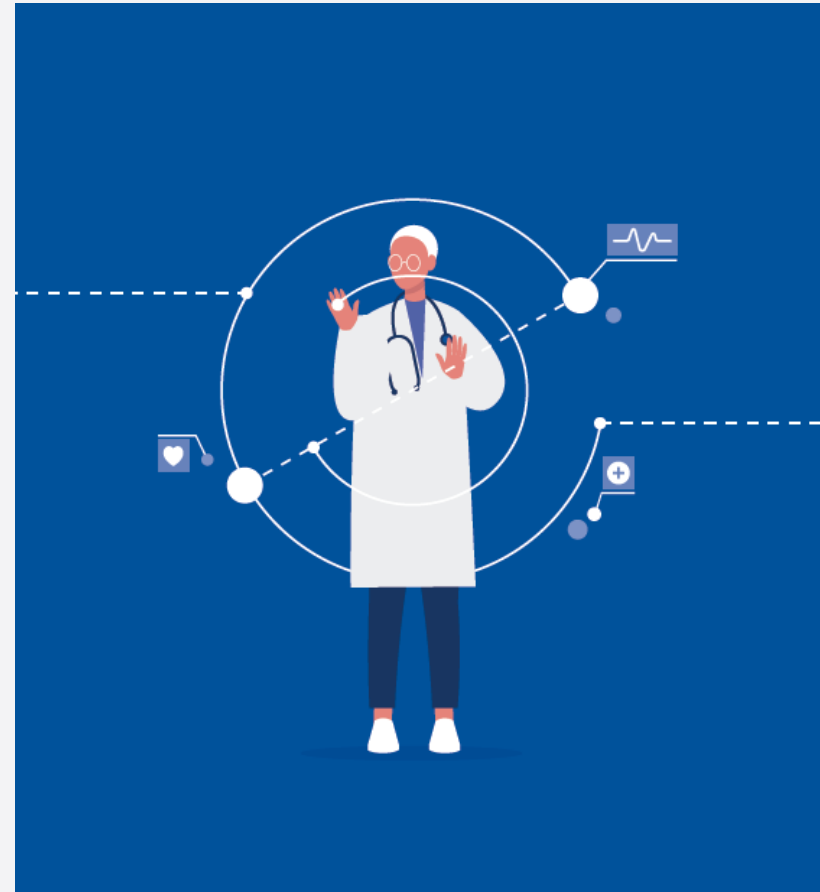
- Relaunch event

- Digital media

C2C Materials Update

Coverage to Care

Materials Updates

Revisions to the Roadmaps and other existing materials focused on updates and improvements to:

- Content

- Design
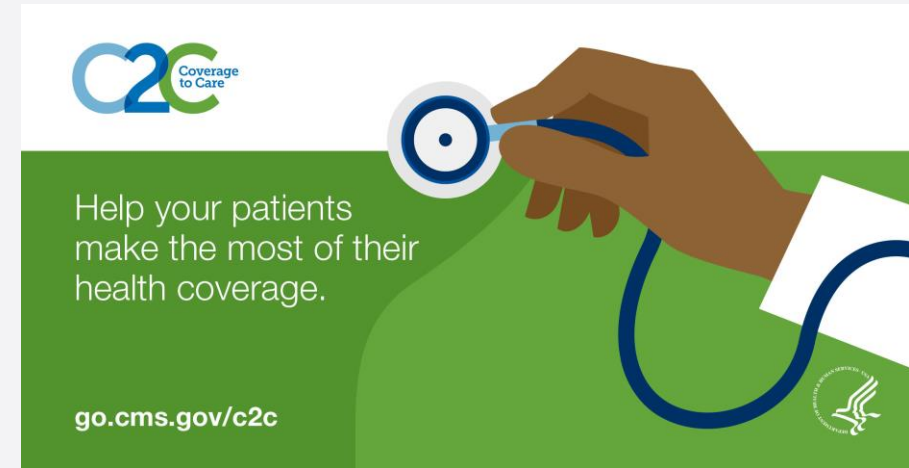
- User experience

Content

Content updates include:

- Addressing relevant and timely topics.

- Using keyword analysis to ensure popular keywords are included throughout content to improve SEO efforts.

- Using research and partner input to determine where content needs refreshing.

Design

Design updates include:

- Adhering to the C2C visual style guide to provide a modernized identity.

- Using visuals to display and depict important messages.

User Experience

User experience updates include:

- Interactive elements to create visually rich resources that capture audiences' attention.

- Customizable resources to help partners tailor not only C2C messages but also resources themselves.

- Expanded accessibility, translations, and cultural appropriateness of consumer-facing materials.

Roadmap to Better Care
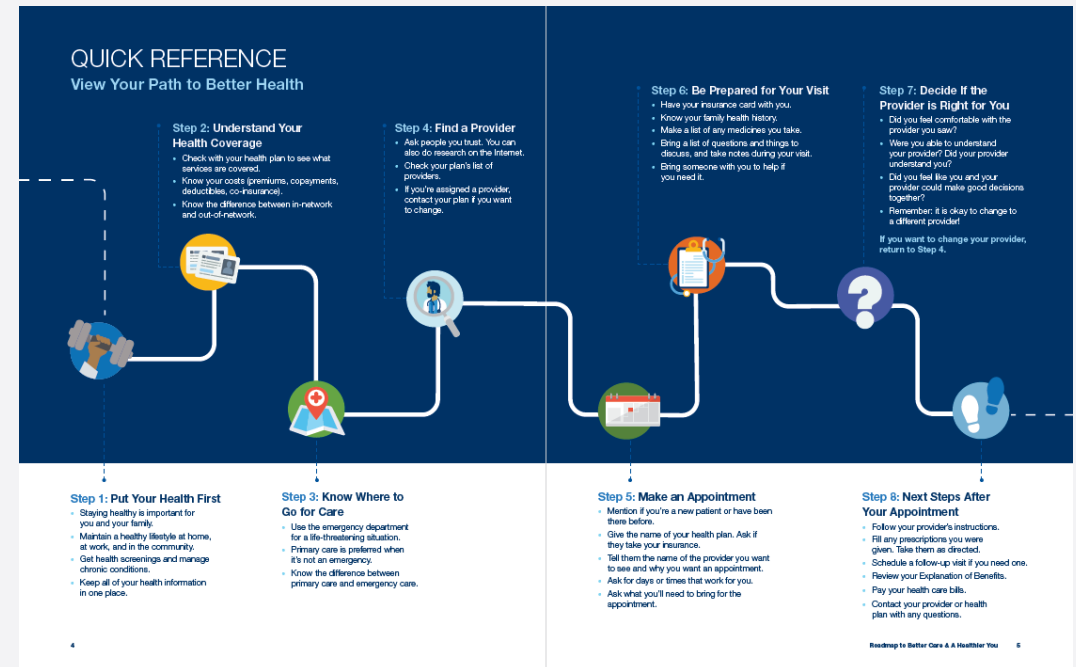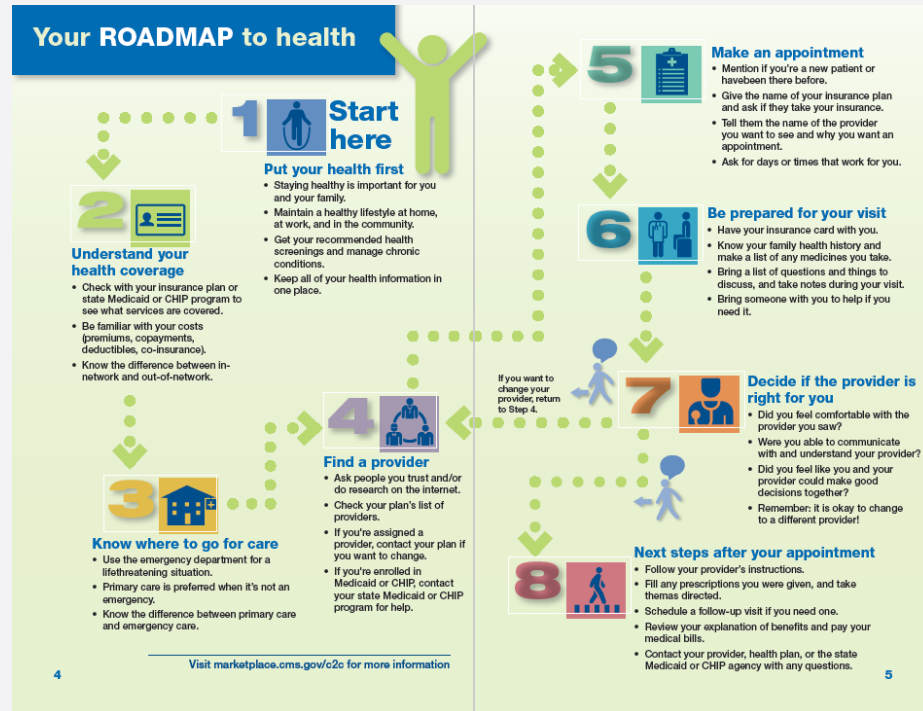
Roadmap to Better Care

- Explains what health coverage is and how to use it to get primary care and preventive services.

- Includes 8 steps for better care:

    1. Put your health first
    2. Understand your health coverage
    3. Know where to go for care
    4. Find a provider
    5. Make an appointment
    6. Be prepared for your visit
    7. Decide if the provider is right for you
    8. Next steps after your appointment

- Resource also incudes information about Explanation of Benefits, a sample insurance card, and the differences between a provider's office and the emergency department.

- Updated version is now available in English and Spanish.

Roadmap to Behavioral Health

Roadmap to Behavioral Health

- This guide adds to the 8 steps of the *Roadmap to Better Care* to give important information about behavioral health.

- Intended to be used in conjunction with the *Roadmap to Better Care* to better understand how to use health coverage to improve mental *and* physical health.

- Updated version is now available in [English](#) and [Spanish](#).

Getting the Care You Need: Guide for People with Disabilities

- Developed as part of CMS OMH's strategy to foster innovation by providing tools and resources to empower patients.

- This tool walks through important steps in advocating for oneself while seeking care.
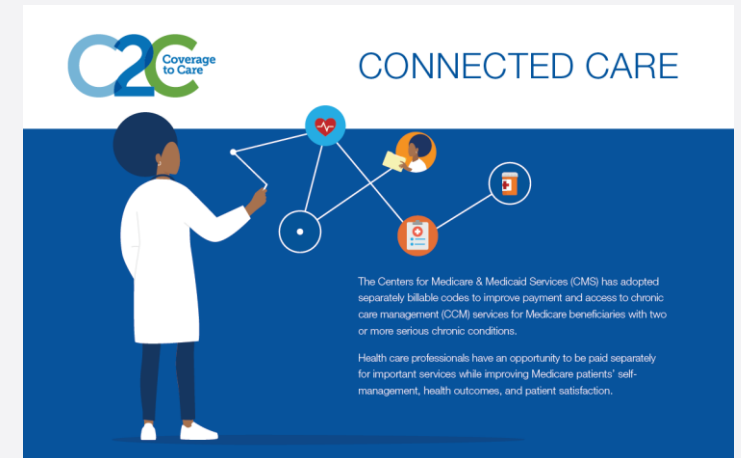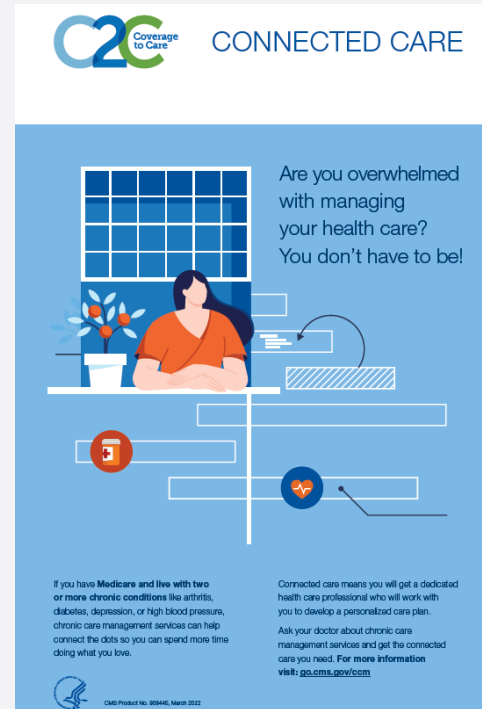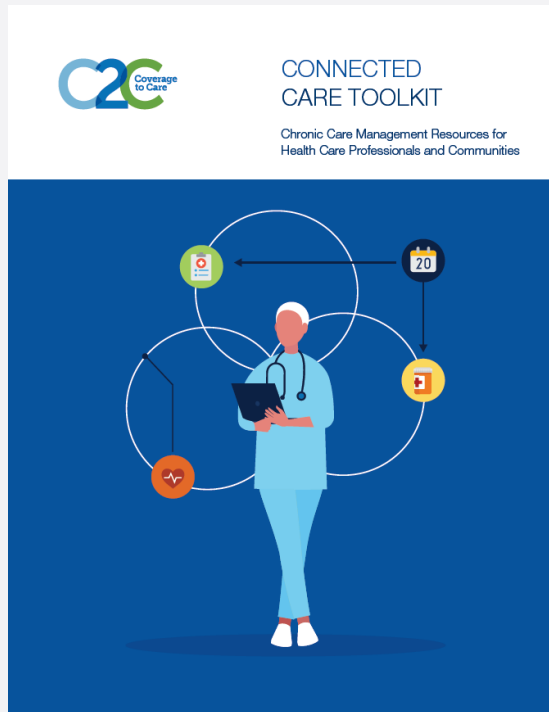
- Updated version is now available in English and Spanish.
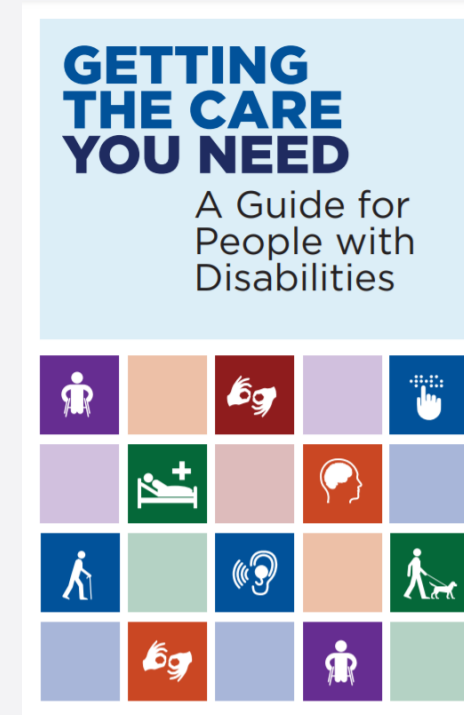
Managing Diabetes: Medicare Coverage & Resources

- Provides 10 steps and important information about how to care for patients with diabetes and how to manage the condition.

- Updated version is now available in English and Spanish.

Connected Care: Chronic Care Management Resources

Connected Care: Chronic Care Management Resources

- Through the Connected Care campaign, CMS OMH and the Federal Office of Rural Health Policy at the Health Resources & Services Administration raise awareness of the benefits of chronic care management (CCM) for patients with multiple chronic conditions and provide health care professionals with resources to implement CCM into their practices.

- Resources include the CCM toolkit, poster, patient postcard, and provider postcard. Below are links to each updated material and the currently available languages:

  - Toolkit ([English](#))

  - Provider postcard ([English](#))

  - Poster for patients ([English](#) and [Spanish](#))

  - Patient postcard ([English](#), [Arabic](#), [Chinese](#), [Haitian Creole](#), [Korean](#), [Russian](#), [Spanish](#), [Vietnamese](#))

Prevention Resources: Flyers and Tabloid

- Provide information on how to take advantage of preventive services that are available at no cost under most health coverage.

- The prevention flyers are tailored for women, men, and parents and guardians of teens, children, and infants.

- Updated versions of each resource are now available in English and Spanish and can be found on our C2C Prevention Resources webpage.

My Health Coverage At-a-Glance

- My Health Coverage At-a-Glance allows you to work with patients to create a customized guide to their health coverage.

- This tool helps consumers better understand their plan, what they pay for health care, and where to go – all on one page.

- Updated version is now available in English and Spanish.

Enrollment Toolkit

- This helpful toolkit is for community partners, assisters, and other people who help consumers enroll in coverage or change their plan.

- This resource helps consumers choose the plan that meets their needs and understand how to use their coverage to get the care they need.

- Currently available in English - Spanish version coming soon!
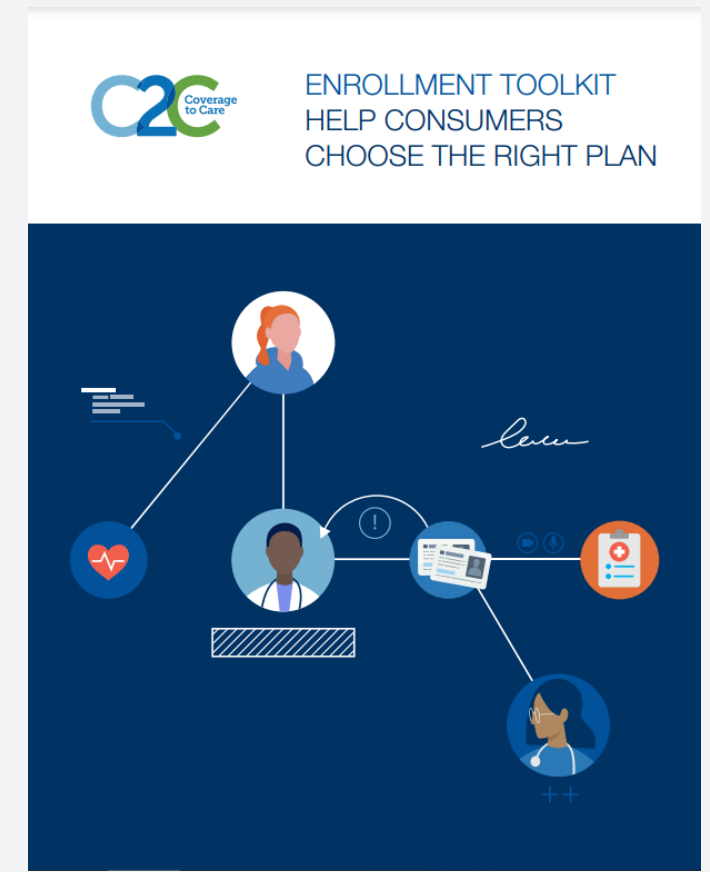
Using C2C Resources

Coverage to Care

Where to Begin?

Start the Conversation. Use the Roadmap to Better Care as a tool to help people understand their new coverage and understand the importance of getting the right preventive services.

Help Consumers Understand. The Roadmap to Better Care has a lot of information for consumers. You can help them use it as a resource to refer back to as they journey to better health and wellbeing.

Personalize It. You know your community. Consider adding local resources and information.

How to Get Involved?

There are many ways to get involved!

- Become a C2C partner

- Order and share C2C resources, free of charge to you and your organization

- Plan an event in your community

- Subscribe to the C2C listserv

- Send stories to coveragetocare@cms.hhs.gov

How to Order Resources?

C2C resources are available to download and order.

- Order printed copies and have them shipped at no cost to your organization or directly to you from the CMS product warehouse.

- Many resources are available in English, Arabic, Chinese, Haitian Creole, Korean, Russian, Spanish, and Vietnamese. Ukrainian versions for select resources will be available soon.

- Resources for Tribal audiences are also available at go.cms.gov/c2c.

How to Stay Updated?

Sign up for emails today!

- Become part of our network by subscribing to the C2C listserv: http://bit.ly/CMSOMH

Q&A

Coverage to Care

Thank You!

Visit our website:
go.cms.gov/c2c

Contact us:
CoverageToCare@cms.hhs.gov

C2C Listserv:
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