



CHP+ HIGHLIGHTS

ISSUE 10 :: NOVEMBER 2006

A Resource for CHP+ Community Partners

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CHP+ Wins Awards for Marketing and Outreach Campaigns

Colorado Healthcare Communicators (CHC) recently recognized the CHP+ marketing and outreach team for the strategic development and implementation of the 2006 CHP+ advertising and external communication campaigns.

Each year, CHC, the state's public relations and marketing society for health care professionals, recognizes outstanding health care marketing and PR activities and campaigns with its prestigious Gold Leaf Awards. According to CHC, nearly 100 entries in 16 categories were submitted this year by local hospitals, nonprofit organizations and other health care businesses.



The team received four awards: a Gold Leaf Award for the CHP+ TV and radio advertising campaign, a Silver Leaf Award for the CHP+ billboard advertising campaign, a Silver Leaf Award for the CHP+ print advertising campaign and a Bronze Leaf Award for the CHP+ external communication program including the media relations, advertising and regional outreach coordinator team activities.

We are excited about the results of the recent CHP+ marketing and outreach campaigns. Since the campaigns began in April 2006, application submissions have increased by 30 percent and requests for applications have increased by 45 percent. In State Fiscal Year (SFY) 2006 the CHP+ program enrollment increased to 46,755 children per month, a 13.8 percent increase compared with the 41,101 served in SFY 2005.

We would like to thank each of our community partners for your support. We couldn't do it without you!

RESOURCE CONTACT INFORMATION

Your feedback is important to us. If you have any suggestions for upcoming newsletters, please contact [Tammy Stratton](#).

If you are interested in learning more about CHP+, please contact one of our *Regional Outreach Coordinators (ROC)* to set up a presentation or training session or if you would like to add a community event to our calendar.

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CHP+ marketing and outreach operated by

CHP+ News

CHP+ County Enrollment Rates

The SFY 05-06 CHP+ Annual Report was published on October 1, 2006. Included in the report was the following chart listing enrollment rate per state region. The state is not able to publish individual county rates due to the Health Insurance Portability and Accountability Act (HIPAA).

Regions	Counties Included	Enrollment Rates
Region 1	Garfield, Moffat, Rio Blanco	61.6%
Region 2	Eagle, Grand, Jackson, Pitkin, Routt, Summit	54.2%
Region 3	Mesa	87.7%
Region 4	Delta, Montrose, Ouray, San Miguel	99.3%
Region 5	Archuleta, Dolores, La Plata, Montezuma, San Juan	80.7%
Region 6	Chaffee, Custer, Fremont, Gunnison, Lake	79.3%

Region 7	Alamosa, Conejos, Costilla, Hinsdale, Mineral, Rio Grande, Saguache	67.2%
Region 8	Baca, Bent, Crowley, Huerfano, Kiowa, Las Animas, Otero, Prowers	66.4%
Region 9	Pueblo	82.9%
Region 10	El Paso, Teller	49.4%
Region 11	Logan, Morgan, Phillips, Sedgwick, Washington, Yuma	85.8%
Region 12	Cheyenne, Elbert, Kit Carson, Lincoln	63.6%
Region 13	Douglas	38.9%
Region 14	Boulder, Broomfield	43.0%
Region 15	Larimer	87.3%
Region 16	Weld	86.1%
Region 17	Adams	76.9%
Region 18	Arapahoe	43.0%
Region 19	Clear Creek, Gilpin, Jefferson	58.2%
Region 20	Denver	79.8%

Enrollment rates are calculated using MMIS data from SFY 2005 and must be interpreted with caution. Enrollment rate is defined as CHP+ enrollees divided by estimated eligibles for each county.

Changes to Presumptive Eligibility (PE)

PE information has changed. Below is an outline of who to call if you have questions.

Who's calling?	What's the issue?	Where to refer them.
PE Sites	<ul style="list-style-type: none"> PE cards PE enrollment errors Questions about PE website Need passwords reset General PE questions 	Ann Lysek, ACS (303) 572-6710 OR CHPPlusProviders@ACS-Inc.com
PE Sites Potential PE Sites	<ul style="list-style-type: none"> Questions about PE rules/regulations Request to become a PE site 	Ann Clemens, HCPF (303) 866-6115
PE Members	<ul style="list-style-type: none"> Questions about PE enrollment or benefits 	Anthem Denver Metro (720) 330-6106 Long Distance (877) 523-8171
Providers	<ul style="list-style-type: none"> Questions about billing Verify PE coverage 	Anthem Provider Services (877) 833-5742

MAXIMUS
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The Bawmann Group
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Media relations and
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Senior Account Manager
Tammy Stratton
303-320-7790
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**Colorado Department of
Health Care Policy and
Financing Contact:**
Marketing Contract Manager
Joanne Lindsay
303-866-3144

CHP+ Customer Service
1-800-359-1991

CHP+ HMO Contacts:
CHP+ State Managed Care
Network (Anthem
BlueCross BlueShield)
1-877-523-8171

Colorado Access
1-888-214-1101

**Denver Health Medical
Plan**
720-956-2100

Kaiser Permanente
1-800-632-9700

**Rocky Mountain Health
Plans**
1-800-346-4643

Delta Dental
303-741-9300
or
1-800-610-0201

Income Verification, Citizenship and Identification Update

Effective November 1, ACS CHP+ will pend separately for income verification and citizenship and identification documents. Prior to November 1, if an application was missing income verification, ACS CHP+ would pend for that verification and DRA documentation (and 1023 documentation if applicant is 18 or older) at the same time in order to facilitate the quickest eligibility determination for applicants. With the new process, applications may be pended twice if the initial application is missing income verification. The first pending letter will request income verification. Once the income verification is received, ACS CHP+ will determine which if any citizenship and identification documents are needed and pend again for those documents.

Looking for a New Regional Outreach Coordinator

The CHP+ team is eager to hire a new Regional Outreach Coordinator for the Denver metro area. Please spread news of this position. [Click here to view the JOB DESCRIPTION.](#) Interested candidates should visit Career Opportunities in Colorado at www.maximus.com and fax a cover letter and resume to 303-832-8352. If you have questions, please call Christine Dauchot at 303-830-3558 for more details.

Test Your CHP+ Knowledge



Are you a CHP+ expert? Here are a few questions to put your CHP+ knowledge to the test. The answers can be found near the bottom of the newsletter.

1. When will the new federal poverty guidelines be effective?
2. Dental insurance services are provided to children enrolled in CHP+ through what organization?
3. Do counties determine CHP+ eligibility?
4. What are some expenses that can be deducted from a family's gross income when they apply for CHP+.
5. How can organizations order new CHP+ marketing materials such as brochures and posters?

Health Tip

'Tis the Season for Multitasking

The holiday season is now in full swing. Between work and your personal life 'tis the season for multitasking. To put it simply - multitasking is trying to do too many things at once. Keeping up with a demanding job, planning holiday travels, preparing the turkey and shopping for those holiday gifts can make anyone's head spin.

According to iVillage — a leading Web site that provides health, beauty and entertainment information — the pressures in today's world lead many of us to think that if we can do more than one thing at a time, we can save time, be more efficient and satisfy everyone. What actually happens, however, is that we make more mistakes and end up having to do tasks more than once - creating less efficiency and more frustration. Here are some tips from iVillage to help us all slow down and enjoy the season.

Focus and finish

- Concentrate on one task at a time and complete it before moving on to the next.
- Try to handle each piece of paper only once, deal with it rather than shuffling it around.
- If you are in the middle of a conversation, don't interrupt it by starting another, until you have finished the first.
- Know your limits and learn to say NO.
- Concentrate on the present. The ability to stay focused will give you a sense of accomplishment as you see the completed tasks grow. It can also help you enjoy life more, by applying this principle to every activity you do. If you are wrapping holiday gifts then focus on that moment and don't waste it by thinking about what you should or could be doing instead. Precious times are lost when we forget to focus on the moment at hand.

Plan and prioritize

- Slow down and take time out. Life's hectic pace is wearing us out.
- The experience of low energy can last for weeks, if not months. So, set aside time in your day to plan your activities. Without this time, you will always be responding to the urgent, which is not always the important. Decide what is important to you and make sure you give enough time to your important tasks.
- Build into your schedule time for yourself. These are stress-free periods when you can relax and redress the balance of a busy lifestyle.

Simplify and socialize

- Look at what you are trying to achieve in your life. Are you being overly ambitious or too diverse? If you have too many calls upon your time then you will struggle to attend to any of them well.
- What can you give up, maybe just for a time, in order to simplify your life? One activity worth hanging on to is spending time with good friends.
- A good social network in one of the most important and effective insulators against stress. A chat with a good friend will ward off depression, relieve tension and can sometimes yield some practical help.

Community and Training Events

For more information about community and training events or to share news of a

community event contact the Regional Outreach Coordinator in your area.

CHP+ Spotlight

Albino Bustillos - Dedicated to Spreading the Word about CHP+

In the Longmont community, Albino Bustillos is well known for his knowledge and insight about many community health care programs. He has dedicated himself to serving his community. In doing so, he has spent a lot of time learning about CHP+ and helping the CHP+ Outreach Team spread the word about the program.

Albino is the Early and Periodic Screening, Diagnosis and Treatment (EPSDT) Outreach Specialist for the Boulder County Public Health (BCPH) Longmont Program Office. Albino, BCPH and CHP+ share similar goals and objectives in serving Colorado children's health care needs and stressing the importance of preventative health care.

BCPH is a government agency created to protect the people and the environment of Boulder County. One of the programs within BCPH is the EPSDT program, which is a health, case management and outreach program for Medicaid recipients birth to 21 years of age and pregnant women of all ages. One of BCPH's ten essential services is assuring that people have access to health care. This includes providing information on health insurance options such as Medicaid and CHP+.

BCPH has collaborated with CHP+ since its inception. More than a year ago Albino helped revamp the BCPH Web site to provide information about many different health insurance options for the community including a link to the CHP+ Web site. The [BCPH Web site](#) also contains information about Medicaid from frequently asked questions, Medicaid provider's list, and a downloadable joint Medicaid/CHP+ application. Before the BCPH Web site was updated, it was getting about 100 visitors per month. Since the update, it is getting an average 600 to 800 visitors per month.

Thanks to Albino and BCPH many more people in the Longmont community are able to get more information about important health care services, including CHP+.

Test Your CHP+ Knowledge - Check Your Answers:

1. The new federal poverty guidelines will be effective April 1, 2007.
2. Dental insurance services for children enrolled in CHP+ are provided by Delta Dental.
3. Yes, with the implementation of CBMS the counties now determine Medicaid and CHP+ eligibility.
4. Certain expenses such as child and elder care, medical costs, health insurance premiums, child support and alimony payments may be deducted from a family's gross income. So family's can make more money and they still may qualify for CHP+.
5. To order CHP+ materials including brochures or posters please visit www.CHPplus.org and click on materials.

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