



ISSUE 13 :: FEBRUARY 2007

# CHP+ HIGHLIGHTS

A Resource for CHP+ Community Partners

## A Message from Joan Henneberry, executive director of the Department of Health Care Policy & Financing



*The Health Care Policy & Financing (HCPF) Department has many moving parts and complexities, and is constantly under the microscope leaving us little room for error. But what I know even after my short time here is that HCPF is full of dedicated, hard-working individuals who believe in what we do and understand how our work impacts the lives of Coloradans.*

*My vision for Health Care Policy & Financing, first and foremost, is that the agency be a vehicle for moving Governor Ritter's "Colorado Promise Plan" forward. The people elected Bill Ritter and expect his staff and agencies to deliver on his promises and successfully implement his policies. As the head of the Department, my commitment to the residents of Colorado is to build a Department that is viewed by key Colorado stakeholders as innovative, efficient, responsive and one of the best public health care financing and purchasing agencies in the country. By the end of the first Ritter administration, HCPF will move from the current state to an ideal state where:*

- *The Governor, policymakers, and local and federal partners' trust and respect Department management.*
- *Consumers and advocates are confident that individuals are being treated fairly in determining eligibility and benefits.*
- *Department staff routinely works in collaboration with other state agencies to share data and resources, solve problems, and use best practices to implement Ritter Administration initiatives.*
- *Providers are eager and willing to work with HCPF, and to serve families and individuals enrolled in public insurance programs.*
- *Taxpayers are confident that dollars appropriated to HCPF are being spent wisely, and that the Department is focused on efforts consistent with its mission and goals.*
- *Vendors and contractors are treated as partners, held accountable, are rewarded for success and creating savings, and take responsibility for failure and improvement.*

### **My priorities for 2007 are to:**

- *Work with experts within the Department and our community and county partners to enroll eligible children in existing public insurance programs. We have just launched the newest outreach and media campaign the last week of January, and Lt. Governor Barbara O'Brien has agreed to be the spokesperson for public events. We know what*

## IN THIS ISSUE

- Message from Joan Henneberry
- Breaking News
- CHP+ News
- Test Your CHP+ Knowledge
- Health Tip
- Community Events
- CHP+ Partner Spotlight
- CHP+ Resource Contact Information

## RESOURCE CONTACT INFORMATION

*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.*

### **Denver Metro Region:**

Ileana Perez  
720-940-6969

[Email](#)

### **Denver Metro Region:**

Suzette Elledge  
303-909-2010

*works and how to inform and educate parents, we just need to do more of it and work more closely with our community partners.*

- *Guide HCPF to be a better purchaser of goods and services. We're starting with the signing by Governor Ritter of Executive Order Number One, allowing the Department to develop a preferred drug list and purchase pharmaceuticals at better prices than what we currently pay. We will form a pharmacy and therapeutics committee that will guide this process, and seek public comment and opinion along the way.*
- *Collaborate with the Colorado Department of Public Health and Environment, private sector, and community efforts to design disease management and wellness programs for the Medicaid population that focus on primary prevention and early intervention.*

*I look forward to the challenges, fun, and rewards ahead of us.*

---

## BREAKING NEWS

House Bill 06S-1023 (HB 1023) became effective August 1, 2006. Under this bill, applicants for the Child Health Plan *Plus* (CHP+) program, who are 18 years of age or older, must submit proper identification documents with their application. Applicants to the CHP+ Prenatal Care program are subject to this requirement; CHP+ presumptive eligibility (PE) applicants are not.

HB 1023 included several documents that would not be accepted after March 1, 2007. A separate bill has been introduced to extend this timeline and allow the Department of Revenue the opportunity to create new rules. This is HB07-1314 and may be [downloaded here](#). Documents accepted after March 1, 2007 if HB07-1314 is not passed are [found here](#).

## CHP+ News

### CHP+ launches new advertising campaign

The CHP+ marketing and outreach team is excited to launch a new advertising campaign. The new campaign theme is "Keeping Colorado kids healthy throughout the seasons." Watch and listen for the new CHP+ TV, radio and newspaper ads now running throughout the state. [Click here to see the new ads.](#)

### Presumptive Eligibility site list now available at CHPplus.org

Pregnant women approved for Presumptive Eligibility (PE) can seek services while their eligibility for the CHP+ Prenatal Program is being determined. They will receive a PE ID card to present when seeking services, including pharmacy. To apply, pregnant women must go to a PE site to complete an application. There are more than 100 sites around Colorado.

The complete list of CHP+ PE sites is now available on the CHP+ Web site, under the heading of Presumptive Eligibility Site List. [Click here to go directly to the PE site list.](#)

Remember, pregnant women are to be enrolled in the CHP+ State Managed Care Network (Anthem BlueCross BlueShield) for their entire enrollment period.

### Health plan selection

Families must select a health plan when they enroll in CHP+. The county the

[Email](#)

### Southwest Region:

Kari Smith  
970-759-0577

[Email](#)

### Northwest Region:

Candice Talkington  
970-260-3880

[Email](#)

### Southeast Region:

Mary Rivera  
719-251-1791

[Email](#)

### Northeast Region:

Kathy Anderson  
970-526-2991

[Email](#)

### North Central Region:

Nikki Smyrl Gross  
970-420-9058

[Email](#)

### MAXIMUS Contacts:

CHP+ marketing and outreach operated by MAXIMUS  
*MAXIMUS Manager of Marketing and Outreach for CHP+*  
Christine Dauchot  
303-830-3558

[Email](#)

*MAXIMUS Project*

*Director*

Sally Harmon  
303-830-3550

[Email](#)

### The Bawmann Group

#### Contact:

Media relations and advertising agency for CHP+  
*Senior Account*

family lives in will determine which health plan(s) they can choose. For example, a family that lives in Denver County can select Denver Health Medical Plan or Kaiser Permanente or Colorado Access and a family in Mesa County must select Rocky Mountain Health Plan. [Please click here to access the HMO comparison chart](#) that outlines the health plans available in each county.

#### **New Denver Metro Regional Outreach Coordinator**

The marketing and outreach team and MAXIMUS are thrilled to welcome and introduce, Suzette Elledge, the newest member of the CHP+ Regional Outreach Coordinator team. Suzette is based in Denver and will serve counties in the metro Denver area, primarily Denver, Jefferson and Park.

She has extensive experience as an early intervention service coordinator where she assisted families in finding resources such as CHP+. For those interested in contacting her about community educational opportunities, she can be reached at 303-909-2010 or [suzetteelledge@maximus.com](mailto:suzetteelledge@maximus.com). [Click here to download the updated ROC map.](#) (PDF, 2.5 Mb)

#### **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 do the new Federal Poverty Level guidelines go into effect?
2. Where do pregnant women go to get a complete list of CHP+ Presumptive Eligibility sites?
3. A family that lives in Denver County can choose from which health plan(s) when applying for CHP+?
4. Does CHP+ provide dental care services to eligible children?
5. What is the health plan available for pregnant women?

#### **Health Tip**

##### **CHP+ reminds parents that keeping teeth healthy starts early**

According to the Center for Disease Control and Prevention, tooth decay is one of the most common diseases among children. In fact, by age 11 half of the children in the U.S. have experienced decay and by age 19, 68 percent of children have permanent tooth decay. CHP+ can help keep Colorado kids' pearly whites healthy.

"Parents want to do everything they can to help their kids do well in school. One simple thing is to teach children to take care of their teeth," Lieutenant Governor Barbara O'Brien explained. "That is why CHP+ offers a low-cost solution for parents to provide their children with the health and dental care they need and deserve."

The Center for Disease Control and Prevention recommends several steps to ensure children's oral health:

- Start cleaning teeth early. As soon as the first tooth appears begin cleaning it with a damp cloth daily. Switch to a small, soft toothbrush when more teeth begin to appear.
- Make sure children have two dental cleanings per year. Aside from maintaining clean teeth, this will give the dentist an opportunity to look for cavities and spot problems early.

*Manager*

Tammy Stratton  
303-320-7790

[Email](#)

**Colorado  
Department of  
Health Care Policy &  
Financing Contact:**

*Marketing 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

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



- Use the right amount of fluoride toothpaste. Fluoride is important in preventing cavities, but if children under six swallow too much they may develop permanent white spots on their teeth. To prevent this, make sure children only use a small amount of toothpaste (about the size of a pea) and rinse well after brushing.
- Supervise children's brushing habits. To ensure children are doing a thorough job brushing, monitor them to make sure they are brushing their teeth twice daily and only using a small amount of fluoride toothpaste. (Most toothpaste sold in grocery stores contains fluoride).
- Talk to the child's dentist regularly to be informed about their dental needs. Depending on the child's age, they may need fluoride supplements or fluoride mouthwash. The dentist can also tell parents where their children need to make cleaning improvements.

"Early dental care for children protects their smiles and their health," Lieutenant Governor O'Brien said. "At CHP+, we encourage parents to work with their kids when they are still young to develop healthy dental habits."

### 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.

#### **Northeast Region:**

*March 2, 2007, 8:30 a.m. – 3:30 p.m.*

Child Find Clinic  
Wray Elementary School  
Wray

*March 7, 2007, 2:00 p.m. – 5:00 p.m.*

Healthy Child Clinic  
Washington County Clinic  
Akron

*March 12, 2007, 8:30 a.m. – 3:00 p.m.*

Child Find Clinic  
Holyoke Elementary  
Holyoke

*March 19, 2007, 8:30 a.m. – 3:30 p.m.*

Child Find Clinic  
Little Indians Preschool  
Yuma

*March 23, 2007, 8:30 a.m. – 11:30 a.m.*

Child Find Clinic  
Fleming Community Preschool  
Sedgwick

*March 23, 2007, 1:00 p.m. – 3:00 p.m.*

Child Find Clinic  
Platte Valley School  
Sedgwick

## CHP+ Spotlight

### San Juan Basin Health Department

The San Juan Basin Health Department works hard to promote health insurance coverage for all children. Since the inception of the CHP+ program in 1998, the



San Juan Basin Health Department has been promoting CHP+. The dedicated staff works directly with potentially eligible families to assist with the CHP+ application process.

The department is also one of a 100 statewide Presumptive Eligibility (PE) sites for CHP+. Pregnant women can come to the department to apply for coverage of immediate health

care services. Pregnant women approved for PE can seek services while their eligibility for the prenatal program is being determined.

Providing CHP+ information and application assistance to families one-on-one and working closely with community partners have been the department's most successful tactics to promote the CHP+ program.

The department works closely with partners including Part C, Head Start, school nurses and local primary care providers to promote CHP+. The department is also able to reach out to potentially eligible families through related programs such as WIC (a food and nutrition program for women, infants and children), ESPDT (Early and Periodic Screening Diagnosis and Treatment Program for children with Medicaid), immunization clinics, Nurse Family Partnership, Family Planning and Prenatal Plus.

### Test Your CHP+ Knowledge – Check Your Answers:

1. The new Federal Poverty Level guidelines go into effect April 1, 2007 and will be published in the new CHP+ deskguide.
2. The complete list of CHP+ Presumptive Eligibility (PE) sites is now available on the CHP+ Web site, under the heading of Presumptive Eligibility Site List. [Click here to go directly to the PE site list.](#)
3. A family that lives in Denver County can select Denver Health Medical Plan, Kaiser Permanente or Colorado Access when applying for CHP+. The county the family lives in will determine which health plan(s) they can choose from. [Please click here to access of HMO comparison chart](#) that outlines the health plans available in each county.
4. Yes, CHP+ provides dental care services to eligible children. Visit [www.CHPplus.org](http://www.CHPplus.org) to download an application or call 1-800-359-1991. For children with CHP+, families can visit [www.deltadentalco.com](http://www.deltadentalco.com) or call 1-800-610-0201 for more information about the dental benefits and providers.
5. Anthem BlueCross BlueShield is the health plan available for pregnant women in every county.

**To subscribe or unsubscribe from the newsletter:**

Send an email with "Subscribe" or "Unsubscribe" in the subject line to [chpplushighlights@morethanpr.com](mailto:chpplushighlights@morethanpr.com).

©Copyright 2006, Child Health Plan *Plus*