



CHAIR'S CHALLENGE

UNITE TO END THE EPIDEMICS 2017-2018

Ryan White HIV/AIDS Program (RWHAP) Insurance Outreach for Latinx Enrollees

TARGET POPULATION: Individuals who identify as Latinx and who are eligible for RWHAP Parts A, B, and C insurance coordination services

LOCATION: Arizona

PROGRAM DESIGN: Collaborative effort to enroll Latinx and RWHAP clients into health insurance

ESTIMATED COST: \$145,500

FUNDING SOURCE: RWHAP Parts A, B, and C funds, including rebates

SUMMARY

A collaborative effort is underway in Arizona to enroll Latinx and RWHAP clients into health insurance. Agencies are undergoing activities such as identifying clients' preferred language in RWHAP applications, hiring bilingual staff, and producing materials for clients in English and Spanish. These interagency coordination efforts help to build trust with Latinx clients, and insurance access allows Latinx clients to have more comprehensive care than the RWHAP programs alone can provide.

CORE ACTIVITIES

Identifying Client's Preferred Language in RWHAP Applications

All RWHAP Parts in Arizona operate using a centralized eligibility system with consistent eligibility criteria across all Parts. Arizona's RWHAP applications ask for the client's preferred language. Options include English, Spanish, and "Other (fill in the blank)." The language preference is entered into CAREWare through a custom field. Using a report from CAREWare and a custom Access mailing database, regular letters can be printed in either English or Spanish, based on the client's

response. Letters were professionally translated then vetted through multiple local Spanish speakers to ensure the dialects would be locally understood.

Staff Engagement in Preferred Language

Most agencies have prioritized the hiring of bilingual (i.e., English/Spanish speaking) staff. Through traveling enrollment efforts, bilingual staff can meet with Spanish speaking clients who may not have a Spanish speaking case manager or

assistant. Case managers schedule times with the traveling enrollment team. The client's case manager may join. Building on these existing partnerships helps grow trust between clients and enrollers. When qualified bilingual staff members are difficult to find, RWHAP Part B program-funded linguistic services pay for use of phone-based interpretation services (i.e., language lines).

Coordination via Interagency Leadership Work Group

An interagency leadership work group helps to coordinate efforts across all RWHAP-funded organizations based on where the clients' get their medical care and their preferred language. The interagency work group sets consistent, preferred messaging for coordinated outreach efforts in English and Spanish.

Producing English and Spanish Materials for Clients

Arizona's RWHAP Parts collaborated to produce English and Spanish health education and literacy materials discussing the value of health insurance and common insurance-related terms. Professionally designed signs were created in both languages, with a community vetting process to review the signs produced in Spanish.

DATA

Arizona averages a 97% enrollment completion rate for all clients identified as potentially eligible for RWHAP-funded insurance. Latinx compose 28% of Arizona's RWHAP insurance enrollment efforts. These clients help generate approximately \$1.1 million in additional revenue which are then used to deliver services for all clients across Arizona.

EVALUATION

Evaluation is based on insurance enrollment completion rates. Using RWHAP eligibility data through a shared CAREWare system, the interagency work group identifies lists of:

- Clients continuing private and/or Affordable Care Act (ACA) marketplace insurance

- Clients without RWHAP-funded insurance that may be eligible for enrollment based on income and household size

These two groups serve as the denominator for calculations of the rate for successful RWHAP insurance enrollment. Services are entered into CAREWare when enrollment is complete and the first premium is paid. This allows multiple entities to see that the client has enrolled and the premium payment status. Different parties (e.g., RWHAP-funded agencies) may run reports on this data.

Written documents are evaluated for readability and local dialect by Spanish speaking staff at multiple agencies.

OUTCOMES

Insurance access allows Latinx clients to have more comprehensive care than the RWHAP programs can provide which often leads to improved health outcomes. Interagency coordination efforts for Latinx clients help to build trust between RWHAP programs and Latinx communities. The resulting revenue is re-invested into the community to support additional medical care, housing, psychosocial services, and other services for all RWHAP clients.

FUNDING & COST

Initial Estimates:

- \$500 for translation
- \$5,000 for CAREWare programming and reports

Sustained Estimates based on 12-week enrollment:

- \$45,000 for three traveling enrollment specialists, from existing RWHAP Part B program budgets
- \$45,000 for three Part A case manager staff paid from RWHAP Parts A and B direct services
- \$40,000 for 12 weeks of temporary staff that assist with reporting and enrollment and basic office functions

- \$10,000 for interagency leadership work group time paid from RWHAP Parts A, B, and C administrative salary costs

STRENGTHS

- Building trust with clients by coordinating and offering high-quality customer service
- Adding value to client experience by using the data client report in eligibility
- Using local Spanish speaking staff to help with translation
- Access to shared, custom data system

LIMITATIONS

- Challenges in finding bilingual staff for key roles

STAKEHOLDERS

RWHAP Part B program; Maricopa RWHAP Part A programs; Maricopa Integrated Health System RWHAP Part C McDowell Clinic; Southern Arizona AIDS Foundation; Area Agency on Aging Care Directions; El Rio Special Immunology Associates RWHAP Part C; and RWHAP clients.

PROGRAM CONTACT

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