

CMS Division of Tribal Affairs



Centers for Medicare &
Medicaid Services
ACA Outreach and Education
Campaign
for American Indians and
Alaska Natives

2015



Overview

- CMS Division of Tribal Affairs National Outreach Campaign
- CMS Training Events and Webinars
- AI AN Specific Training Slides, Fact Sheets and Assisters' Tips
- How to Order Tribal Products



CMS National Campaign

CMS held focus groups to test AI AN knowledge of the ACA and to obtain feedback on outreach materials, and found:

- Low to moderate knowledge of the ACA
- Strong identification of AI AN symbols, colors, and designs
- Images of individuals or families should be AI ANs
- Messages must be clear and to the point



CMS National Campaign

- Based on the research and audience testing, CMS developed materials centered on four major messaging themes:
 - A New Path to Health Care (general enrollees)
 - Peace of Mind (general enrollees)
 - Get in the Game (childless adults)
 - Communities Need Healthy Men (childless adults)
- Using these themes, CMS developed posters, 30 second radio PSAs, and billboards
- Marketplace research continues in collaboration with NIHB and Area Health Boards



2013 Open Enrollment

A NEW PATH TO HEALTH CARE

Free or low-cost health insurance
for more Native families



For the first time, many more Native families can experience the harmony and peace of mind that comes with better health care.

New free or low-cost health insurance options can expand the coverage you get from Indian Health Service, tribal, or urban Indian health programs. You won't be turned down due to diabetes, heart disease, cancer, or other medical conditions. **Enrolling is private and easy.**

Learn more at
www.healthcare.gov/tribal

1-800-318-2596
1-855-889-4325 TTY/TDD



Health Insurance Marketplace

Local Information

TRIBAL AFFAIRS



2014 Open Enrollment



Get ready. Open Enrollment is coming soon!

November 15, 2014 to February 15, 2015

Healthy Communities start with healthy families. Open enrollment for health insurance starts in November. Don't forget to sign you and your family up!

Contact your local Indian health program to learn how you may qualify, or visit www.healthcare.gov/tribal or www.healthcare.gov.

Have questions?

Call 1-800-318-2596 24 hours a day, 7 days a week (TTY: 1-855-889-4325)



Health Insurance Marketplace

TRIBAL AFFAIRS



Monthly drop-in “news ads”

Indian Country Today
Navajo Times
Juneau Empire
Cherokee Phoenix
Seminole Tribune
Lakota Times
News from Indian Country
The Circle
Native Peoples Magazine
American Indian Magazine

Over 6 million media impressions

An advertisement for health insurance. It features a background image of a Native American man in traditional dress. The text is overlaid on the image. At the top, it says "No Health Insurance? NOT TO WORRY". Below that, a quote from the man says "No, don't be scared. Oh yes, I swear, because we have affordable health care." A yellow banner below the quote says "Getting insured is easy." At the bottom, it provides contact information: "Contact your local Indian health program, visit www.healthcare.gov/tribal, or call 1-800-318-2596 24 hours a day, 7 days a week. (TTY: 1-855-889-4325)". There is also a QR code on the left side of the ad with the text "Listen to the full song at http://go.cms.gov/nottoworry". The bottom right corner features the "Health Insurance Marketplace" logo.

No Health Insurance?
NOT TO WORRY

“No, don’t be scared. Oh yes, I swear, because we have affordable health care.”

Getting insured is easy.

Contact your local Indian health program, visit www.healthcare.gov/tribal, or call **1-800-318-2596** 24 hours a day, 7 days a week. (TTY: 1-855-889-4325)

Listen to the full song at <http://go.cms.gov/nottoworry>

Health Insurance Marketplace

February 2015 series



Radio Clips

30-90 second radio clips using the same topic selected for drop-in “news shorts.”

Recorded in five Native languages:

- English
- Navajo
- Lakota
- Ojibwe
- Yupik
- Zuni



Customizable Flyers



Looking for Health Insurance that Fits Your Health Needs and Your Budget?

Medicaid or CHIP May Be the Answer!
You Can Enroll Any Time—But Why Wait?

Medicaid and the Children's Health Insurance Program (CHIP) offer low-cost or free health insurance for you and your family. In many states, more adults than ever before may qualify for Medicaid.

Who may be eligible?

- Children and teens up to age 19
- Parents (and other adults, depending on the state)
- Pregnant women
- People with disabilities
- Youth "aging out" of foster care

Eligibility depends on income, the size of your family and the rules in your state.

When you enroll, you can get:

- Doctor visits
- Preventive care, such as immunizations, mammograms & colonoscopy
- Prenatal and maternity care
- Hospital stays
- Mental health care
- Needed medications
- Children get vision and dental care (adults may get these benefits too)

American Indians and Alaska Natives who are eligible for Medicaid or CHIP:

- Can still get care from your Indian care provider.
- Don't have to pay premiums or co-payments.
- Indian trust income is not counted to determine eligibility and is protected from Medicaid estate recovery rules.

You benefit by having greater access to health care services. **Tribes benefit** because their health programs get more resources.

To find out if you qualify, visit HealthCare.gov or call 1-800-318-2596 or contact your local Indian health care provider for help applying.



CMS Product No. 11601-N



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CMS Product No. 11602-N



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Medicaid or CHIP May Be the Answer!
You Can Enroll Any Time—But Why Wait?

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CMS Product No. 11603-N

CMS Tribal Affairs Training Events

In 2014 - 2015, CMS Division of Tribal Affairs will be holding 12 face to face training events as well as webinars for ITU third party office staff and outreach workers.

Agenda items include:

- Medicaid 101
- Medicare 101
- Medicaid protections for Indians
- Affordable Care Act
- VA benefits
- SSA benefits
- IHS Area specific issues

<http://go.cms.gov/AIAN>



Other CMS Training Opportunities

- Medical Coding trainings
- CMS Medicare Learning Network:
<http://www.cms.gov/Outreach-and-Education/Medicare-Learning-Network-MLN/MLNProducts/>
- CMS Open Door Forum Calls:
<http://www.cms.gov/Outreach-and-Education/Outreach/OpenDoorForums/index.html>
- AI AN Long-Term Services and Support (LTSS) Technical Assistance Center is supported by a partnership between CMS, IHS, and ACL.
<http://www.cms.gov/Outreach-and-Education/American-Indian-Alaska-Native/AIAN/LongTermCare.html>



AI AN Specific Training Materials

In collaboration with CMS TTAG's ACA and Outreach & Education Subcommittees:

- Navigator Training Slides
- Call Center Scripts
- Tips for Assisters working with AI/AN
- Fact Sheets
- Tribal Glossary
- Tribal Coverage to Care brochure



CMS AIAN Website

<http://go.cms.gov/AIAN>

The screenshot shows a web browser window displaying the CMS.gov website. The address bar shows the URL <http://www.cms.gov/Outreach-and-Education/American-Indian-Alaska-Native/A...>. The page header includes the CMS.gov logo and the text "Centers for Medicare & Medicaid Services". A navigation bar contains links for Home, About CMS, Newsroom Center, FAQs, Archive, Share, Help, and Print. Below this is a search bar with the text "Learn about your healthcare options" and a "Search" button. A horizontal menu bar lists various CMS services: Medicare, Medicaid/CHIP, Medicare-Medicaid Coordination, Private Insurance, Innovation Center, Regulations & Guidance, Research, Statistics, Data & Systems, and Outreach & Education. The main content area is titled "American Indian/Alaska Native" and features a decorative border. The left sidebar contains a list of links: American Indian/Alaska Native, Spotlight, Tribal Consultation, Tribal Technical Advisory Group (TTAG), Affordable Care Act, All Tribes Calls, Children's Health Insurance Program, Long-Term Services and Supports Technical Assistance Center, Medicine Dish Broadcasts, Outreach & Education Resources, State Tribal Relations on HealthCare, Trainings, and How to Order Tribal Products. The main content area includes a paragraph about the CMS Tribal Affairs Group, a section titled "Through the Medicare, Medicaid and Children's Health Insurance Programs," and a section titled "CMS established a Tribal Technical Advisory Group (TTAG) in 2004 to seek input and advice on policies and strategies to increase AIAN access to CMS programs." The footer of the page contains a decorative border and the text "TRIBAL AFFAIRS".

Home | About CMS | Newsroom Center | FAQs | Archive | Share | Help | Print

Learn about your healthcare options Search

Medicare Medicaid/CHIP Medicare-Medicaid Coordination Private Insurance Innovation Center Regulations & Guidance Research, Statistics, Data & Systems Outreach & Education

Home > Outreach and Education > American Indian/Alaska Native > American Indian/Alaska Native

American Indian/Alaska Native

Spotlight
Tribal Consultation
Tribal Technical Advisory Group (TTAG)
Affordable Care Act
All Tribes Calls
Children's Health Insurance Program
Long-Term Services and Supports Technical Assistance Center
Medicine Dish Broadcasts
Outreach & Education Resources
State Tribal Relations on HealthCare
Trainings
How to Order Tribal Products

American Indian/Alaska Native

The Center for Medicare and Medicaid Services (CMS) Tribal Affairs Group works closely with American Indian and Alaskan Native communities and leaders to enable access to culturally competent healthcare to eligible Medicare and Medicaid recipients in Indian Country. CMS collaborates with the Indian Health Service and other federal partners to facilitate access to high quality and timely healthcare.

Through the Medicare, Medicaid and Children's Health Insurance Programs, CMS provides for the delivery of healthcare to American Indian and Alaskan Native (AIAN) people. Funding from these program accounts for a significant portion of the Indian health care budget. Due to the special relationship between the federal government and Indian Tribes, CMS frequently has special rules when working with the Indian Health Service, Tribes and Urban Indian programs (I/T/Us).

CMS established a Tribal Technical Advisory Group (TTAG) in 2004 to seek input and advice on policies and strategies to increase AIAN access to CMS programs. TTAG adopted a 2010-2015 Strategic Plan that sets out three targets: (a) establishing and improving access to CMS funded long term care services; (b) implementing strategies to increase AIAN enrollment in CMS programs; and (c) identifying current and future administrative, regulatory, and legislative policies that affect AIAN beneficiaries and providers.

Since 2004, there have been significant changes in Federal healthcare legislation. The American Reinvestment and Recovery Act (ARRA) codified the TTAG/CMS relationship, strengthening the already well-established collaboration between CMS and I/T/Us. The Children's Health Insurance Program Reauthorization Act (CHIPRA) added new provisions to eliminate barriers and fund innovative strategies to increase enrollment in Medicaid and CHIP, specifically for AIAN beneficiaries. And most recently, the Patient Protection and Affordable Care Act of 2010 (PPACA) was enacted, representing historic reform by expanding health coverage to millions of the uninsured, strengthening the coverage of those already insured, and dramatically expanding programs like Medicaid, CHIP, and Medicare. Within the vast reforms in PPACA, AIAN populations will be affected not only by the general provisions, but through specific, explicit provisions, including the permanent reauthorization of the Indian Health Care Improvement Act.

CMS has funded a number of initiatives to improve healthcare services to American Indian and Alaskan Native individuals who are eligible for Medicare and Medicaid. This site provides background, practical tools and evidence-based strategies for AIAN communities to navigate through federal and state requirements to provide for healthcare services. For more information about CMS initiatives in Indian Country, contact TribalAffairs@cms.hhs.gov or your

CMS AIAN Website

<http://go.cms.gov/AIAN>

Spotlight

Tribal Consultation

Tribal Technical Advisory Group (TTAG)

All Tribes Calls

Affordable Care Act

Children's Health Insurance Program (CHIP)

Long Term Services & Supports Technical Assistance Center

Medicine Dish Broadcasts

Outreach & Education Resources

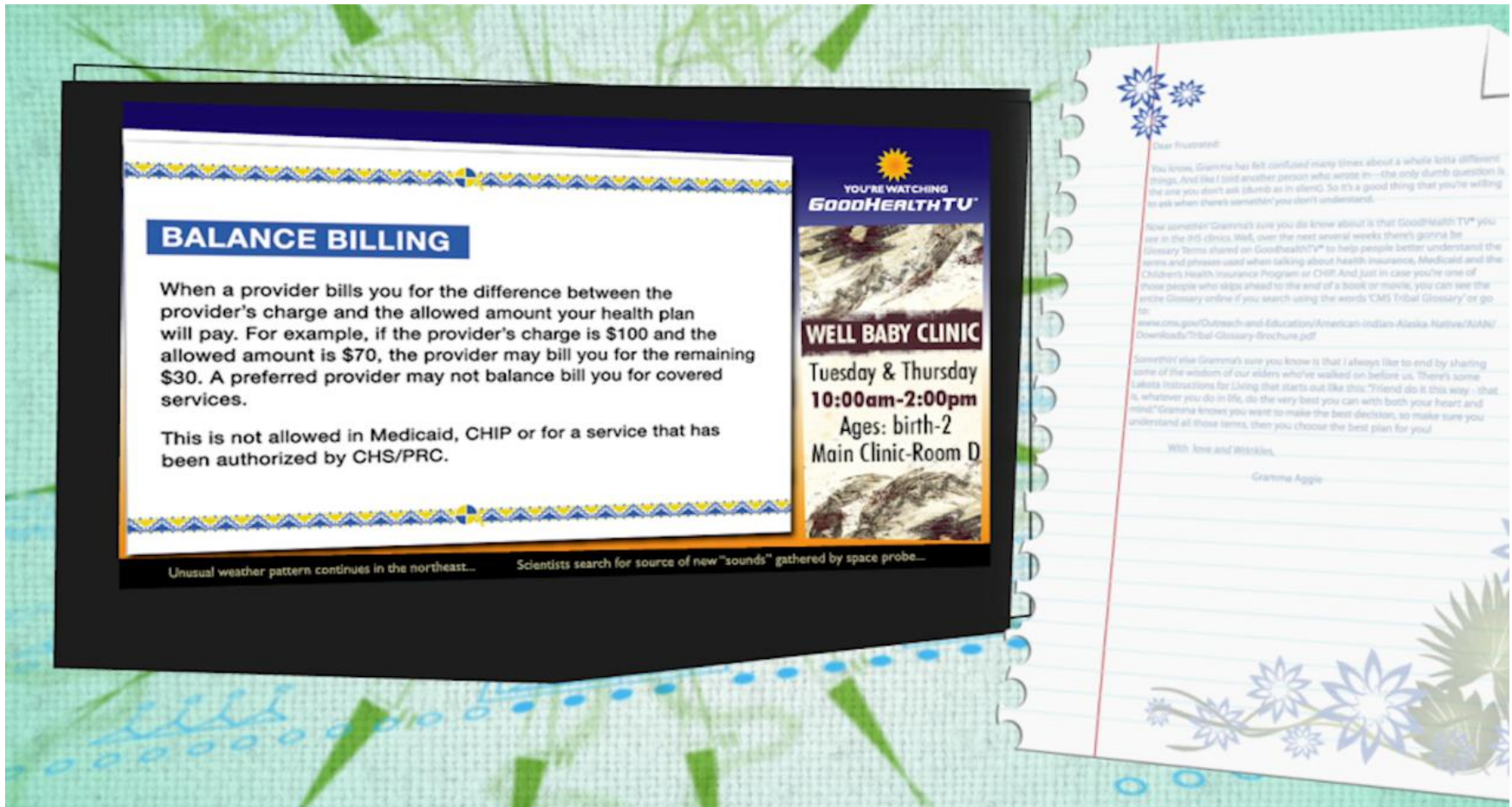
State Tribal Relations on Health Care

Trainings/Webinars

How To Order CMS Tribal Products



GoodHealth TV



Collaboration with Federal Agencies

Administration for Children and Families (ACF)

Interagency Agreement with CMS to increase knowledge and awareness to tribal programs:

- ✓ Head Start
- ✓ Child Care
- ✓ LIHEAP
- ✓ TANF
- ✓ Child Welfare
- ✓ Administration for Native Americans



Grassroots Engagement



- ❖ Secured exhibit space to perform outreach and disseminate ACA outreach materials.
- ❖ Distribution of **18,000** CMS ACA outreach products!



How to Order Tribal Products



The screenshot shows the CMS.gov website. At the top, there is a navigation bar with links: Home | About CMS | Newsroom Center | FAQs | Archive | Share | Help | Email | Print. Below this is the CMS.gov logo and the text 'Centers for Medicare & Medicaid Services'. A search bar is also present. A horizontal menu contains several categories: Medicare, Medicaid/CHIP, Medicare-Medicaid Coordination, Private Insurance, Innovation Center, Regulations and Guidance, Research, Statistics, Data and Systems, and Outreach and Education. The 'Outreach and Education' category is selected, leading to a breadcrumb trail: Home > Outreach and Education > American Indian/Alaska Native > How to Order Tribal Products. On the left, a sidebar lists links: American Indian/Alaska Native, Spotlight, Tribal Consultation, Affordable Care Act, All Tribes Calls, and Children's Health Insurance Program. The main content area is titled 'How to Order Tribal Products' and contains the following text:

How to Order Tribal Products

Tribal Product Ordering Website:

If this is your **first time ordering**, go to <http://productordering.cms.hhs.gov> and **Create An Account**.

If you are a **CMS partner** and need education and outreach materials click on the words **Create An Account**

For **previous users**, please enter your Username and Password in the designated fields, and then click on the **Sign In** button.

If this is your **first time ordering**, visit:
<http://productordering.cms.hhs.gov>



Useful Links

<https://go.cms.gov/AIAN>

www.healthcare.gov/tribal for tribal info

www.partnerships.cms.gov for materials

www.healthcare.gov to apply

www.cmsitustrainings.net for trainings and webinars

www.cms.gov/Outreach-and-Education/Medicare-Learning-Network-MLN/MLNProducts/ for Medicare Learning Network

<http://www.cms.gov/Outreach-and-Education/Outreach/OpenDoorForums/index.html> for Open Door Forums



Thank you!

CMS Division of Tribal Affairs

Questions?

