



COMMUNITY STAKEHOLDER MEETING

VIRGINIA DEPARTMENT OF MEDICAL
ASSISTANT SERVICES

VIRGINIA'S MEDICAID PROGRAM

DMAS

October 2023

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VHCF Project Connect
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AGENDA

NATALIE PENNYWELL, MPH, CHES
OUTREACH AND COMMUNITY
ENGAGEMENT MANAGER

VIRGINIA DEPARTMENT OF MEDICAL
ASSISTANCE SERVICES

Community Stakeholders Meeting

AGENDA

October 19, 2023

11:00 AM - 12:00 PM

Meeting will be held electronically via WebEx.

To Join Meeting Remotely: https://covaconf.webex.com/covaconf/j.php?MTID=m6d6676c5e7630d4ef519619cac705045	
Meeting # (Access Code): 2422 524 3090 Meeting Password: M2j9BNj4QED	
Dial in (Phone): +1-517-466-2023	Tap to join from mobile device +1-866-692-4530 US Toll Free
Remote Conference Captioning Link: https://www.streamtext.net/player?event=HamiltonRelayRCC-1019-VA3945	

Topic	Presenter	Time Allotted
Welcome & Introductions	Natalie Pennywell, MPH, CHES Outreach & Community Engagement Manager Department of Medical Assistance Services	11:00 – 11:05 AM
Presentations & Discussion <ul style="list-style-type: none"> • DMAS Back to School Campaign 	Natalie Pennywell Outreach and Community Engagement Manager Rachel B. Lawrence Strategic Initiatives Specialist Virginia Department of Medical Assistance Services (DMAS)	11:05 – 11:30 AM
	<ul style="list-style-type: none"> • Community Partner Spotlight <ul style="list-style-type: none"> ○ VHCF – Project Connect Application Assisters & Training Opportunities Presentation and Questions	Emily Roller Director of Health Insurance Initiatives Norma Ryan FAMIS Medicaid Application Specialist Virginia Health Care Foundation
Wrap-Up, Announcements & Closing	Natalie Pennywell, MPH, CHES	11:55 AM – 12:00 PM

Next Meeting: December 07, 2023 at 11:00 AM

Takeaways

Take Action	Action Item	Resource	Follow-Up
<input type="checkbox"/>			
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<input type="checkbox"/>			
<input type="checkbox"/>			

General Notes

Call/Email	Contact/Organization	Email Address	Phone Number
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			



PRESENTATION: STATE-BASED EXCHANGE

NATALIE PENNYWELL
OTREACH AND COMMUNITY ENGAGEMENT MANAGER,
VIRGINIA DEPARTMENT OF MEDICAL ASSISTANCE
SERVICES

RACHEL B. LAWRENCE
STRATEGIC INITIATIVES SPECIALIST
VIRGINIA DEPARTMENT OF MEDICAL ASSISTANCE
SERVICES



Back To School & Member Engagement

Department of Medical Assistance Services

Community Stakeholder Meeting
October 19, 2023



Back-to-School: Outreach and Engagement Campaign

CoverVA.org: <https://coverva.dmas.virginia.gov/learn/insurance-for-children/back-to-school/>
DMAS: <https://www.dmas.virginia.gov/news-and-updates/categories/health-care-for-children/back-to-school/>

Virginia DMAS Back-to-School (BTS) Outreach and Engagement Campaign

▪ **Suggestions to superintendents/principles for material distribution:**

- Placing a link on school websites
- Distribute through Virtual Learning Packets
- Distribute through new student enrollment packets
- Distribute in-person or virtual PTA meetings and other school events
- Distribute an automated calling message (I.e., Robo Call)
- Distribute via SMS or text messaging
- Distribute on social media platforms

▪ **Additional Materials**

- **Promotional Materials** (English | Spanish)
 - Social Media Assets
 - BTS Social Media Messaging and Graphics
 - BTS Messages and Automated Calling System (Robo call)
- **Focus on English as a second language partnerships**



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Virginia DMAS Back-to-School (BTS) Outreach and Engagement Campaign

Launched Summer 2001

- **Purpose:** Raise awareness about access to Medicaid and FAMIS within the school system
- **Timeframe:** Launched late July
- **Includes:**
 - Information for Parents & Guardians
 - Resources for Schools and Staff
 - Promotional Materials
- **Historical Partners:**
 - Virginia Department of Education
 - McKinney-Vento homeless liaisons, school nurses, nutrition program supervisors, enrollment coordinators, social workers, PTO/PTA leadership and Medicaid coordinators
 - Community stakeholders that focus on children and families
 - Advocates and Application Assistants
- **Traditional Resources**
 - Print Material: 2023 Back to School flyer
 - [PDF] [English](#) | [Spanish](#) | [Arabic](#) | [Amharic](#) | [Urdu](#) | [Vietnamese](#) | [Double-sided](#) | [Order online](#)
 - Widgets



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Back-to-School (BTS)

FAQs

✓ How can we order additional flyers?

- BTS and PHE flyers and posters can be ordered through the Cover Virginia Materials portal at <https://coverva.org/en/materials>. Flyers can be ordered in quantities of 25 or more.

✓ Is there a cost to additional flyers?

- There is no cost for any number of flyers available on the website.

✓ When will the flyers be delivered to the schools?

- BTS flyers are typically delivered to schools late July through mid-August. This year we have decided to allow our schools to place their large orders as needed rather than mail them all. We are looking at supporting our largest school systems by placing their orders for them to ensure a good majority of our youngest members get the information.

✓ When will schools be handing out the flyers to students and/or parents?

- It is up to the schools when they plan to hand out the Back to School flyers.
- Past strategies: Back to School packets, handed out at Back to School Night, or sent home throughout the school year

✓ Where can I go to find out more information about the types of outreach being done?

- More information is available on the Cover Virginia website on the Back to School page
 - How to navigate to the BTS webpage: Cover VA > Learn > Insurance for Children > Back to School



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Cover Virginia Back to School (BTS) Resource Review

Back to School 2023

The Department of Medical Assistance Services (DMAS) continues its annual Back to School campaign. We want all students and parents to know about Virginia's low-cost or no-cost health insurance through Medicaid and FAMIS.

The **2023 Back to School flyers** are available to all public schools across the Commonwealth. Schools will decide the best way to distribute the flyers to parents and guardians. Schools may opt to share the flyers with students in person, via mail or digitally. We hope to see our educational partners post this information on social media, share the information with parent and education groups, and through the use of other electronic distribution methods.

2023 Back to School Flyer

2023 Back to School flyer (**NOW AVAILABLE**)

[PDF] [English](#) | [Spanish](#) | [Arabic](#) | [Amharic](#) | [Urdu](#) | [Vietnamese](#) | [Double-sided](#) | [Order online](#)

Learn

- [Our Programs](#)
- [Am I eligible?](#)
- [Insurance for Children](#)
 - [FAMIS](#)
 - [Medicaid for children](#)
 - [Back to School](#)
 - [Promotional Material](#)
- [Insurance for Adults](#)
- [Insurance for Pregnant Individuals](#)
- [Premium Assistance](#)
- [Help for Veter](#)
- [Health cover](#)
- [Hospital Pres](#)

Questions? We can help! Chat with us to get answers to your questions. // ¿Preguntas? ¡Lo podemos ayudar! Comuníquese con nosotros por chat para obtener respuestas a sus preguntas.

Ask us anything...

Rachel Lawrence, Strategic Projects Specialist



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Medicaid Member Advisory Committee (MAC)

CoverVA.org: <https://coverva.dmas.virginia.gov/members/medicaid-member-advisory-committee/>
DMAS: <https://www.dmas.virginia.gov/for-members/member-advisory-committee/>

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Committee Overview and Purpose

- ❑ **Purpose:**
 - Bring together Medicaid members and their representatives to share their Medicaid experiences, observations, and recommendations with DMAS Director and the State Board.
- ❑ **Members:**
 - Provide valuable insight on how Virginia Medicaid can better serve them individually and others.
 - Are encouraged to participate in the discussions and work of the committee.
 - Do not need to be an expert on Medicaid.
 - Do not represent advocacy groups.
- ❑ **Requirements:**
 - Be willing to share your Medicaid observations
 - Offer suggestions on how DMAS can improve how it serves it's members
 - One year term w/ possible agency invitation to serve one additional year



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Visit www.coverva.org | Call 1-855-242-8282 | TDD: 1-888-221-1590

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Committee Structure and Meeting Logistics

- ❑ Applications are reviewed and evaluated to ensure a diverse committee
 - Special attention is paid to Medicaid program type, region of the state, race, gender, and whether they are representing themselves or a family member
- ❑ Meeting Logistics
 - Meet four times a year in April, June, August, and October
 - 2nd Monday
 - Time 8:00 AM – 1:00 PM
 - In-person w/ virtual options
- ❑ Please [apply](#) or encourage a member to [apply](#)!



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Community Outreach and Member Engagement Team (COMET)

- ❑ COMET Team
 - Connect to us on Cover Virginia at: <https://www.coverva.org/en/outreach-and-communications-team>
- ❑ Subscribe to Community Outreach and Member Engagement Team (COMET) information and updates via this link:
 - [CLICK HERE](#)
- ❑ Help for Medicaid Members in Spanish and Other Languages
 - DMAS has a language and disability access plan outlining how the agency is ensuring meaningful access to all of its programs, services and activities for limited English proficiency (LEP) individuals and individuals with disabilities.
 - Coverva.org is available in English and Spanish
 - Many documents on the [DMAS website](#) are in English and Spanish
 - Need more information or help with language services, contact CivilRightsCoordinator@dmass.virginia.gov



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Sign up to Receive Updates on coverva.dmas.virginia.gov

The screenshot shows the Cover Virginia website with a sign-up form for updates. The form is titled "Stay Connected. Sign up here to receive the latest news and updates from Cover Virginia". It includes a text input field for "Email or Phone number", a dropdown menu for "What best describes you?" with "I want..." selected, and another dropdown menu for "Where do you live?". A blue button labeled "Sign up for updates" is at the bottom of the form. Below the button, there are links for "No Thanks" and "Remind me later", and a disclaimer: "Message and data rates may apply. Message frequency varies. Reply HELP for help or STOP to cancel." followed by a "Privacy Statement" link. The background of the website shows a woman's face and various navigation links like "COVID-19", "Partners", "Marketplace", "Learn More", and "Contact us".

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Follow us on FAMIS and Cover Virginia Facebook pages:

- www.facebook.com/FAMISprograms
- www.facebook.com/CoverVa



Contact us at CoverVirginia@dmas.virginia.gov or FAMIS@DMAS.virginia.gov

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Visit www.coverva.org | Call 1-855-242-8282 | TDD: 1-888-221-1590

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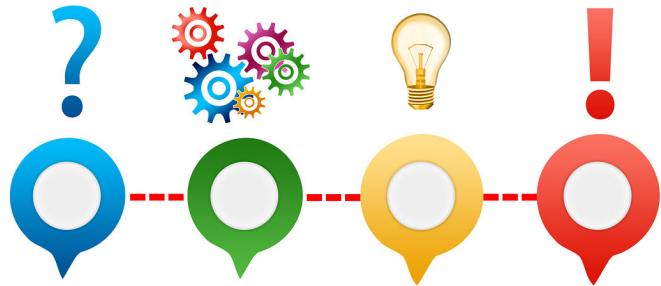
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Questions? Do not forget to Contact Us!

Natalie Pennywell, MPH, CHES

Outreach and Community Engagement Manager
Community Outreach and Member Engagement Team (COMET)
Policy, Regulation, and Member Engagement Division
VA Department of Medical Assistance Services
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Richmond, VA 23219
Phone: 804.786.0166
Email: Natalie.Pennywell@dmas.virginia.gov
Cover Virginia Website: <https://coverva.dmas.virginia.gov/>
CV Email: covervirginia@dmas.virginia.gov

The Department of Medical Assistance Services (DMAS) updates resources and add materials as new state and federal guidance and additional insights are available. Information about the federal public health emergency can be found on the [Cover Virginia website](#).





PRESENTATION: COMMUNITY PARTNER SPOTLIGHT - VHCF - PROJECT CONNECT

EMILY ROLLER
DIRECTOR OF HEALTH INSURANCE INITIATIVES
VIRGINIA HEALTH CARE FOUNDATION

NORMA RYAN
FAMIS MEDICAID APPLICATION SPECIALIST
VIRGINIA HEALTH CARE FOUNDATION

Medicaid/FAMIS Outreach & Enrollment Initiatives

Emily Roller
Director of Health Insurance Initiatives

Norma Ryan
Application Specialist



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About the Virginia Health Care Foundation (VHCF)

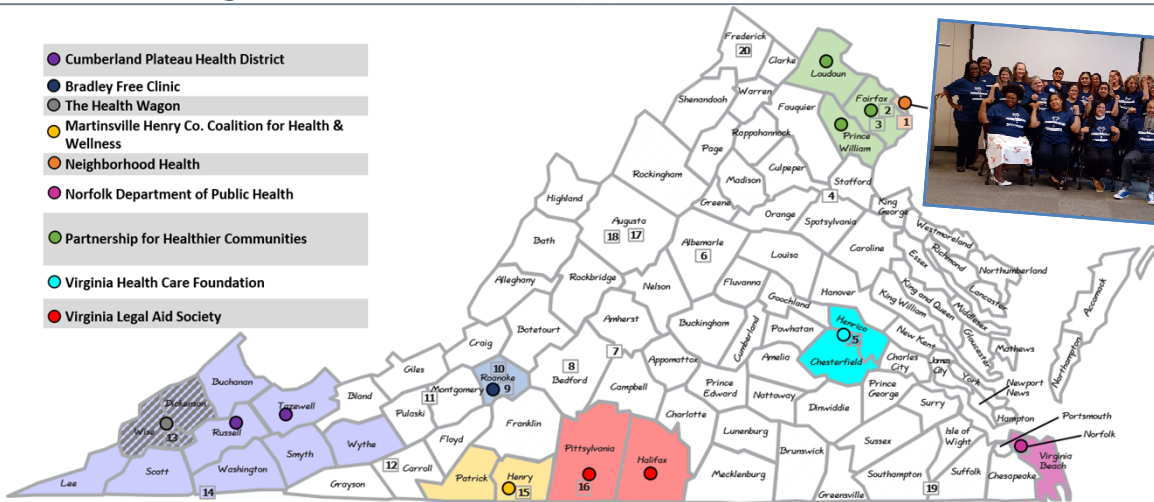
- **Public-private partnership** established by Virginia's General Assembly in 1992.
- **Mission:** To increase access to primary health care for uninsured and underserved Virginians.
- Best way to increase **access to care is via health insurance** (*focus on Medicaid/FAMIS*).
 - Grants for **Outreach Workers/Application Assisters** (*Project Connect*), who have helped more than 139,000 Virginians enroll or renew.
 - Training program**, *SignUpNow*, has prepared more than 17,500 community “helpers” to assist their clientele with applying for Medicaid/FAMIS.



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Project Connect Application Assisters

- Cumberland Plateau Health District
- Bradley Free Clinic
- The Health Wagon
- Martinsville Henry Co. Coalition for Health & Wellness
- Neighborhood Health
- Norfolk Department of Public Health
- Partnership for Healthier Communities
- Virginia Health Care Foundation
- Virginia Legal Aid Society



VHCF funds 21 Medicaid/FAMIS Application Assisters who provide 1:1 help applying for or renewing Medicaid/FAMIS. To find one in your service area, go to vhcf.org/who-and-how-we-help/medicaid-famis-outreach-enrollment/medicaid-famis-application-assistance/.

VHCF is grateful to DMAS for its support of *Project Connect*!



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Project Connect Application Assister Role

- Conduct **public awareness and outreach**, and educate individuals and families about Medicaid/FAMIS;
- Receive referrals from community organizations to identify eligible Virginians, and **help them apply** for Medicaid/FAMIS;
- Help individuals/families collect **verification documents**, and submit them to the local Department of Social Services (*LDSS*) or the Cover Virginia Central Processing Unit (*CPU*);
- If **enrolled**, help the individual/family understand their Medicaid/FAMIS benefits;
- If inappropriately denied, **advocate** on the individual/family's behalf.



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Project Connect Renewal Outreach



All hands on deck!

- Provide 1:1 **renewal** assistance, and help clients update contact information, and/or find **renewal date**.
- **Presentations and community events**
- “Renewals are Coming!” buttons to key partners



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SignUpNow Workshops



Teach staff or volunteers from “helper” organizations (e.g., *clinics, nonprofits, schools*) about Medicaid/FAMIS rules and how to apply.

NEW! workshops added for Fall 2023:

- **SignUpNow – Medicaid/FAMIS:** Goes over rules for children, pregnant individuals, and nonelderly adults.
- **SignUpNow – Aged, Blind, or Disabled:** Rules for Virginians enrolled in Medicaid due to being 65+, blind, or having a disability.



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Questions?

emily@vhcf.org



WRAP-UP, ANNOUNCEMENTS & CLOSING

NATALIE PENNYWELL, MPH, CHES
OUTREACH AND COMMUNITY
ENGAGEMENT MANAGER

VIRGINIA DEPARTMENT OF MEDICAL
ASSISTANCE SERVICES



MEETING DATES

- Thursday, June 15, 2023, 11:00 AM - 12:00 PM
- Thursday, August 17, 2023, 11:00 AM - 12:00 PM
- Thursday, October 19, 2023, 11:00 AM - 12:00 PM
- Thursday, December 22, 2023, 11:00 AM - 12:00 PM

VIRGINIA'S MEDICAID PROGRAM

DMAS

WWW.DMAS.VIRGINIA.GOV



AGENCY SUPPORT



Community Stakeholder Meeting

Agency Support

Staff Support

- Natalie Pennywell, MPH, CHES, Outreach and Community Engagement Manager
- Dalia Tejada Halter, EdD, MBA, Outreach and Member Engagement Specialist
- Dorothy "Dot" Swann, Outreach and Member Engagement Specialist

Administrative Support

- Sarah Hatton, MHSA, Deputy of Administration, Director's Office
- Jessica Anecchini, Senior Policy Advisor, Administration
- Emily McClellan, Policy, Regulation and Member Engagement Division Director



NOTES



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