



Reducing the Number of Uninsured Children in Louisiana

Louisiana Covering Kids & Families State Coalition Meeting

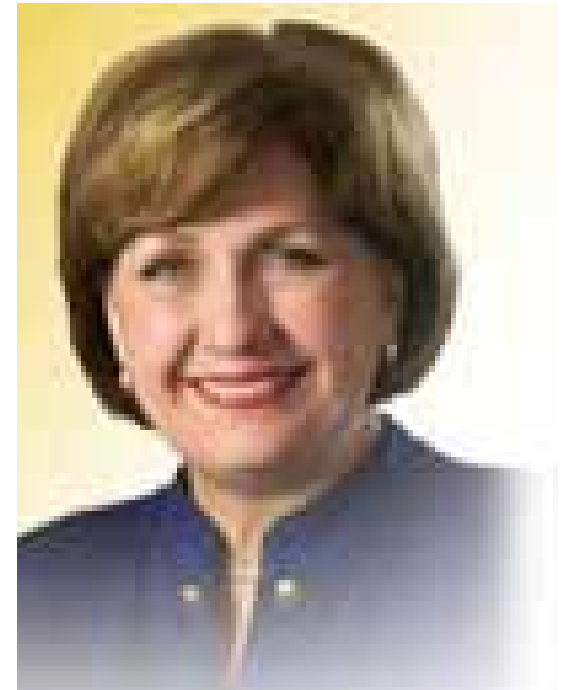
Baton Rouge, LA
October 22, 2004

J. Ruth Kennedy, LaCHIP Director
Louisiana Department of Health & Hospitals



Governor Kathleen Blanco's Focus on Health Care

- March 2004 Statewide Health Summit
 - Immediate goal is to enroll all eligible children in LaCHIP
 - Creation of Health Care Reform Panel of national experts and representatives of communities across the state.



DHH Secretary Cerise's Focus on Uninsured Children



- Enrollment of eligible children is immediate objective
- Committed to aggressive targeted outreach projects
- Resources to help meet goals
- Facilitate collaboration with natural stakeholders
- Insisting on accountability and measurable results

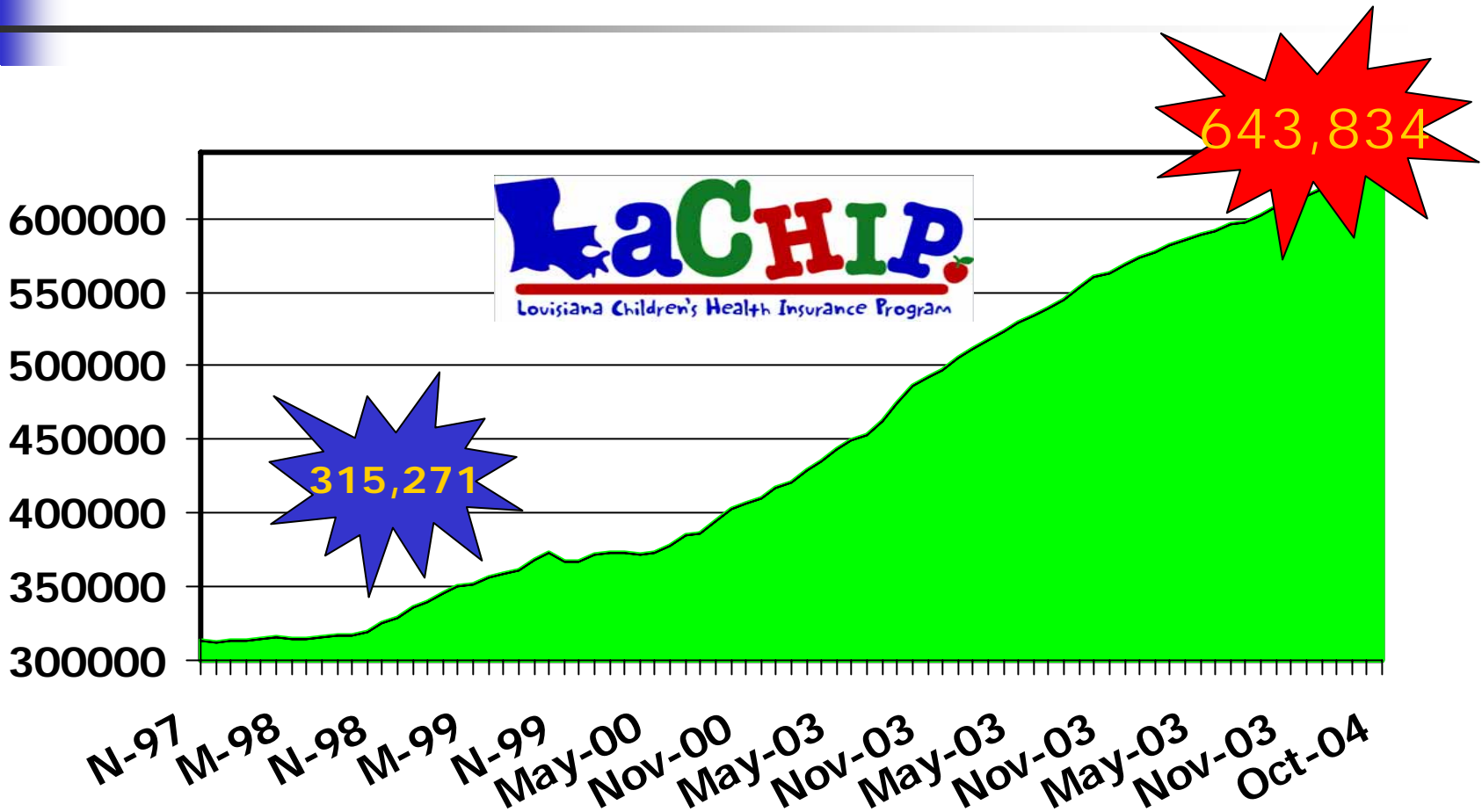


LaCHIP Recommendations by “National Expert”*

- Conduct **aggressive** outreach to enroll remaining uninsured children
- Simplify eligibility and enrollment
- Examine applications and notices and redesign them as necessary
- Develop “express lane eligibility”
- Internet based application process
- Aim higher than 25% reduction in uninsured children!

*Diane Rowland, Kaiser Commission on Medicaid and the Uninsured
Washington, DC

Children Enrolled in LaCHIP and Louisiana Medicaid

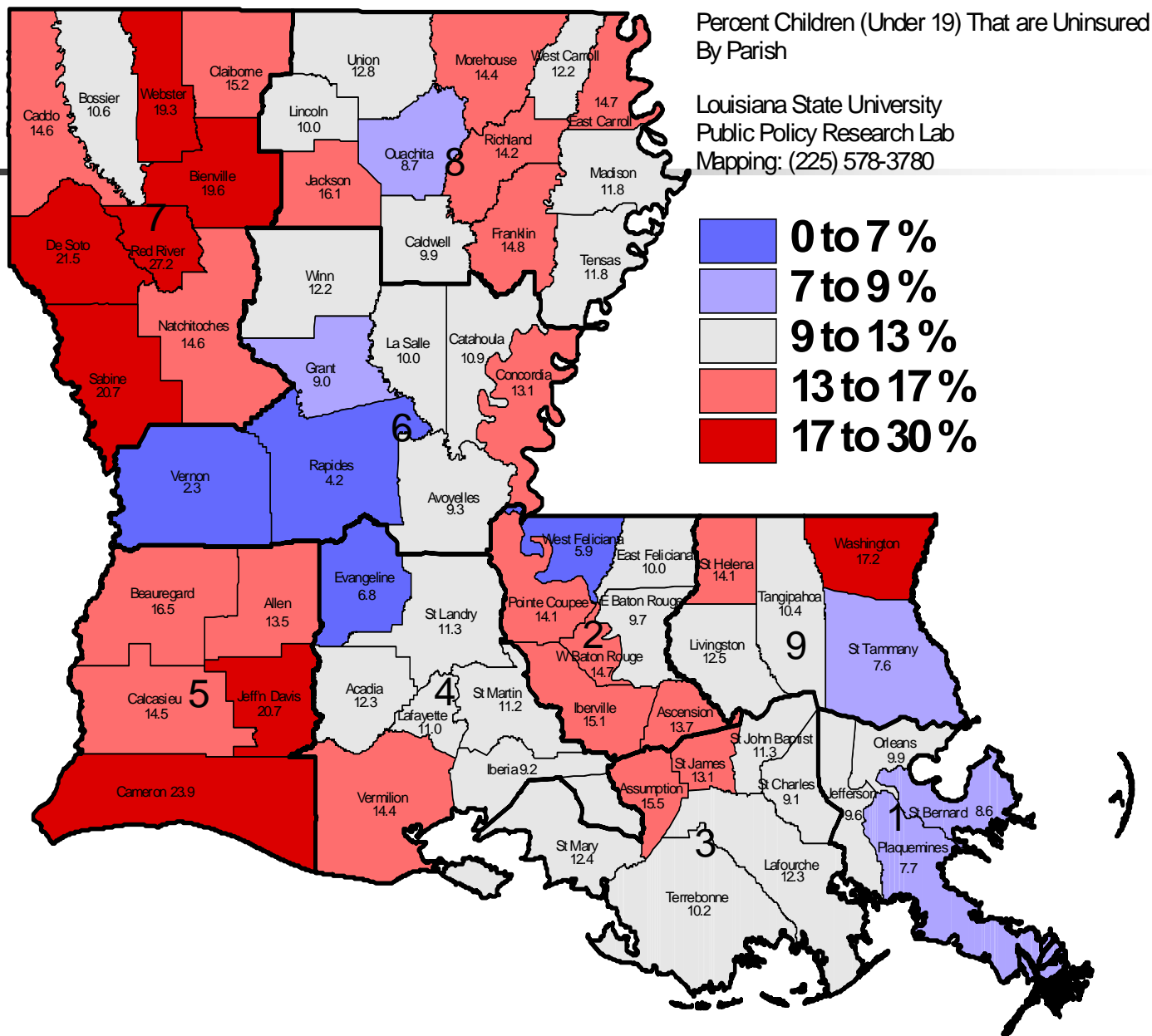


2003 Louisiana Household Insurance Survey

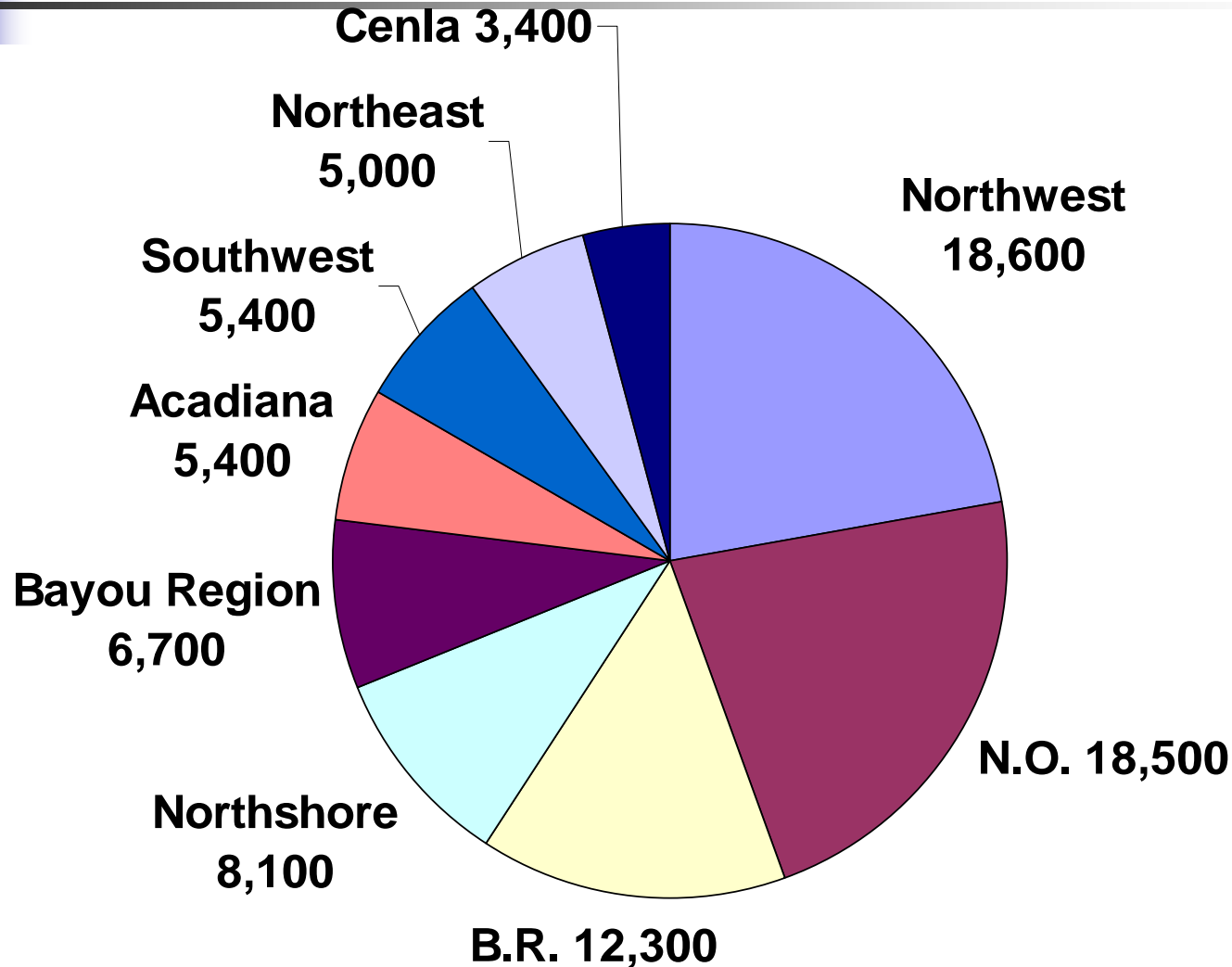


- Conducted for DHH by LSU Public Policy Research Lab between 5/03 and 9/03
- Most Comprehensive & First Local Data on Louisiana's Uninsured Kids Showed:
 - Significant Variances by Region (i.e. 6.6% in Acadiana/ 24.8% in Northwest Louisiana)
 - Great strides in rural areas (e.g. Evangeline Parish - 6.8%) and urban centers (e.g. East Baton Rouge - 9.7%).
 - Identified where much work needs to be done:
 - Caddo Parish 10K +
 - Orleans & Jefferson Parishes – 25K
 - Red River Parish over 27%

Red Means Opportunities!!!



Where Are the Children?



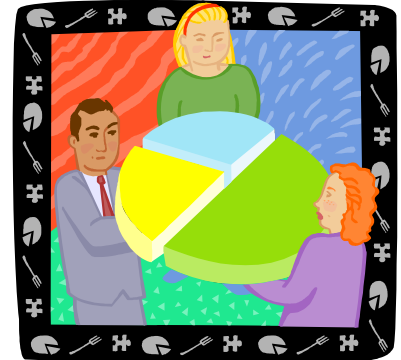


Who Are Louisiana's Uninsured Children?

- 135,400 uninsured children Statewide
- **77,500 uninsured children eligible for LaCHIP**
 - Nearly 3/4 of these children in homes >100% of poverty [not technically "poor"]
- Slightly higher **percentage** of Uninsured Black Children(11.4) than White Children (9.5)
- Higher **number** of uninsured White Children(67K) than Black Children (58K).
- LaCHIP coverage and the rate of uninsured children are inversely related.
 - Northeast – 41.8% covered by LACHIP & 11.4% Uninsured
 - Northwest - 21.1% covered by LACHIP & 27.7% Uninsured

We Have Data...Now What?

- Use Survey Results to Target outreach has been effective:
 - Net Increase of 21,194 children in LaCHIP since the Governor's Health Care Summit (March 2004)
 - Initial goal of enrolling 25% of remaining eligible children has been achieved.
 - 5% Increase in Northwest LA



Taking Care of the “Hole in the Bucket”



- Focus on keeping **eligible** children enrolled
- Renewal Closures
 - many for “procedural” reasons
 - exceeded the number of “new” children
- Survey Reflects Impact for Areas of Retention “Early Implementers”
 - Lafayette
 - Alexandria

Some **Myths** that Are (Still) Major Barriers to All Families



- Thinking that applying is **still** a hassle
- The old “welfare” connection
 - —thinking you must receive cash to get Medicaid
 - --thinking Medicaid is also time limited
 - --thinking father must be absent from the home
- Assuming working people cannot qualify for the program
- Thinking eligibility is determined basically the same was as other programs:
 - School lunch
 - Food Stamps
 - Child Care Assistance

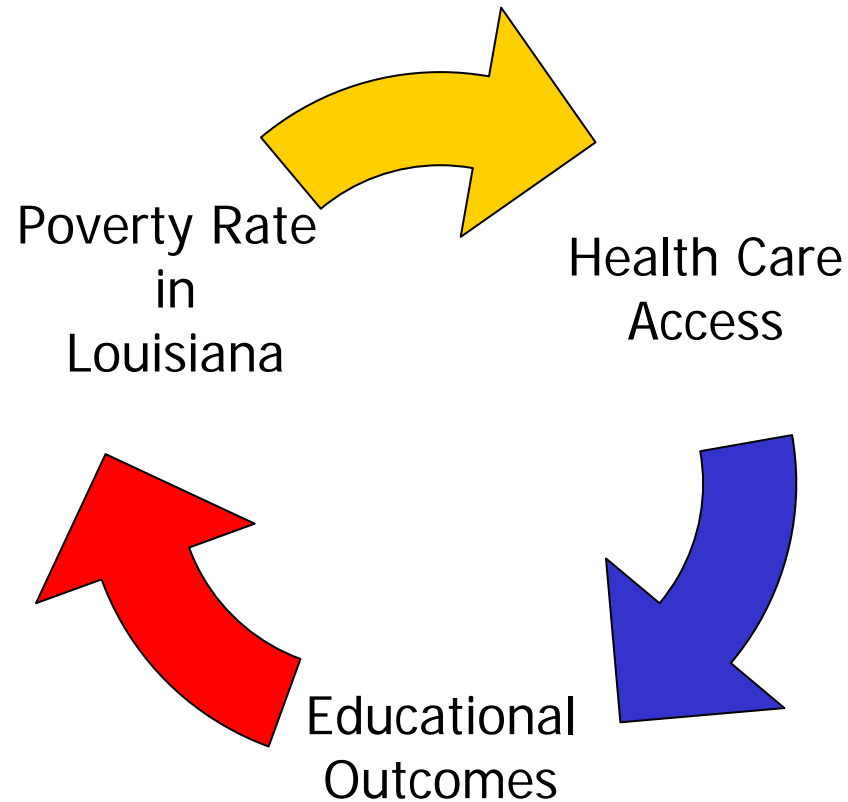


Theories (Not Excuses) for High Percentage of Uninsured Children

- Rural nature of much of the state
- High percentage of people $> 100\%$ of poverty [not technically “poor”]
- High percentage of people $< 200\%$ of poverty [technically “low income”]
- Perpetuation of myths about eligibility

Connecting the Dots . . .

Why Coverage Matters





State's Commitment to Uninsured Adults

- State Planning Grant from federal government to fully develop plan for addressing uninsured
- Submitted HIFA Waiver to use Medicaid funds for different models:
 - LaCHOICE
 - LaHIPP
 - Louisiana Health Plan
- Health Care Reform Panel Quarterly Meeting in New Orleans will focus on Uninsured – December 15, 2004



Public Expectations are High

The health problems facing this state are serious enough without available resources going unused because the people they are designed to serve do not know how to make those resources work for them. . . .State efforts to increase public awareness about who qualifies . . . must improve.

Shreveport Times Editorial
April 13, 2004

Never doubt that a small group of thoughtful, caring people can change the world. Indeed, it is the only thing that ever has!—Margaret Mead

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For More information including Updated monthly enrollment reports, Complete results of Uninsured Survey, Posters & flyers for reproduction, application or renewal forms and much more visit:

www.LaCHIP.org