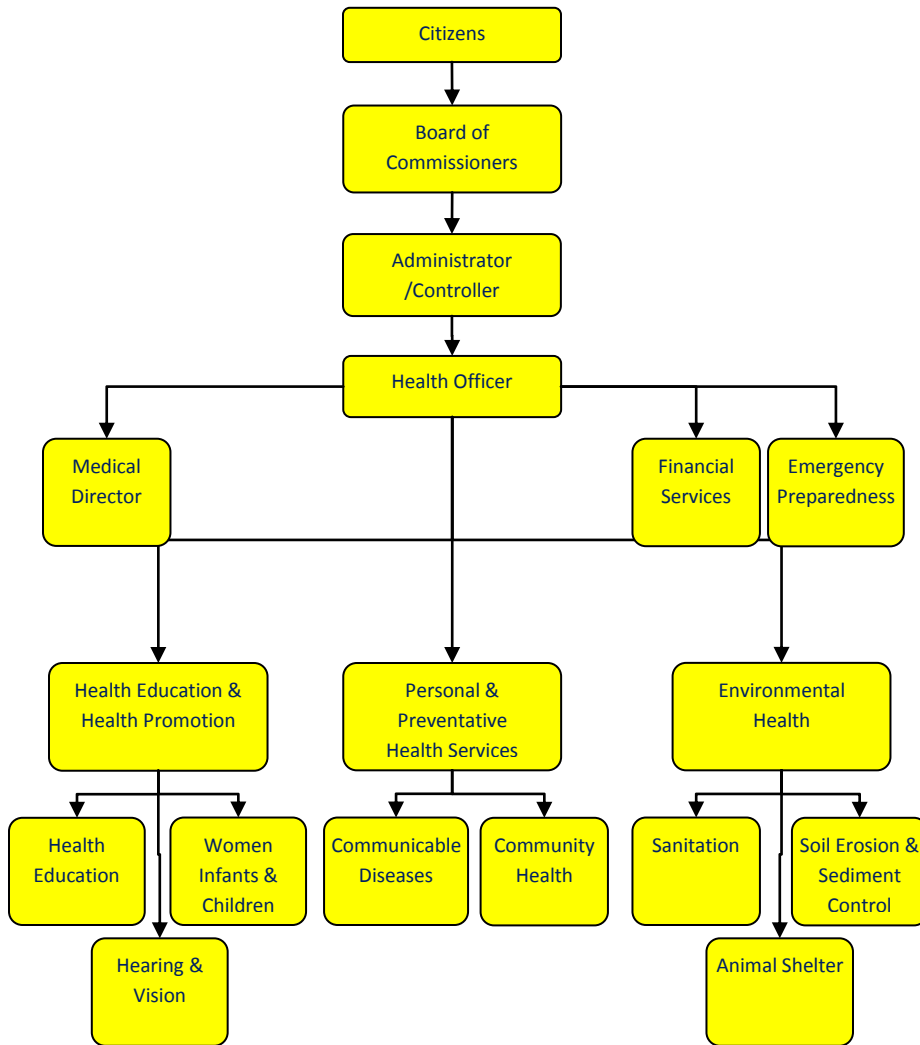


# Medicaid Outreach & Advocacy

## Activities

The Medicaid Outreach & Advocacy position provides a variety of outreach activities to individuals, schools, doctor offices, groups, and organizations in the community providing presentations, displays, educational materials and marketing incentives to increase awareness of Medicaid and Health Department services.



## Mission Statement

The Medicaid Outreach and Advocacy position provides a variety of outreach activities to individuals, schools, doctor offices, groups and organizations in the community providing presentations, displays, educational materials and marketing incentives to increase awareness of Medicaid and Health Department services.



## Strategic Plan Impact

### ✓ Healthy Community

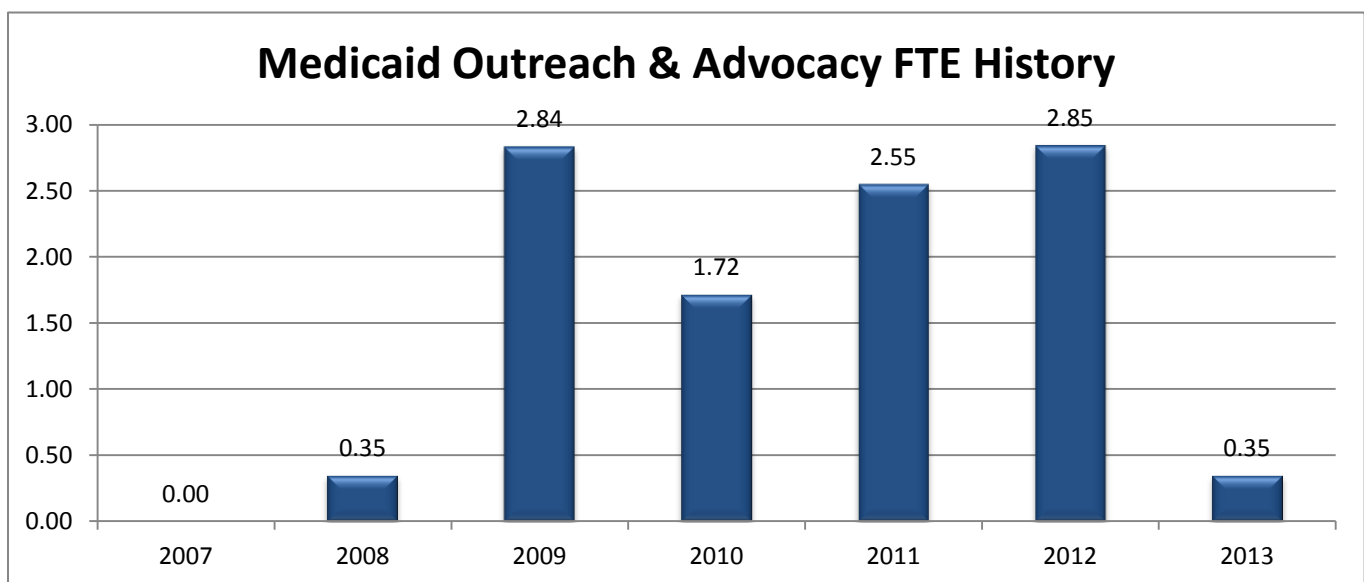
The purpose and goal of Medicaid Outreach is to provide education about, bring awareness to, and increase involvement in, Medicaid and Health Department programs and services. This goal is achieved by providing a variety of outreach activities such as presentations, face to face education, application assistance, marketing efforts, distribution of resources, and referrals to pertinent programs and services.

## Accomplishments

- ✓ Educating our community on programs and services that exist in Jackson County.
- ✓ Assisting large numbers of clients in applying for Medicaid.
- ✓ Connecting people with needed programs and services in a timely and efficient manner.
- ✓ Improvement in the overall image of JCHD as a welcoming and helpful resource in our community.
- ✓ Improved documentation of Medicaid Outreach services and activities that are currently provided in all JCHD programs. This allows the health department to receive compensation from Medicaid. 2007- \$23,522; 2008 - \$94,887; 2009 - \$110,496, 2010 – 129,561

## Budget Adjustments

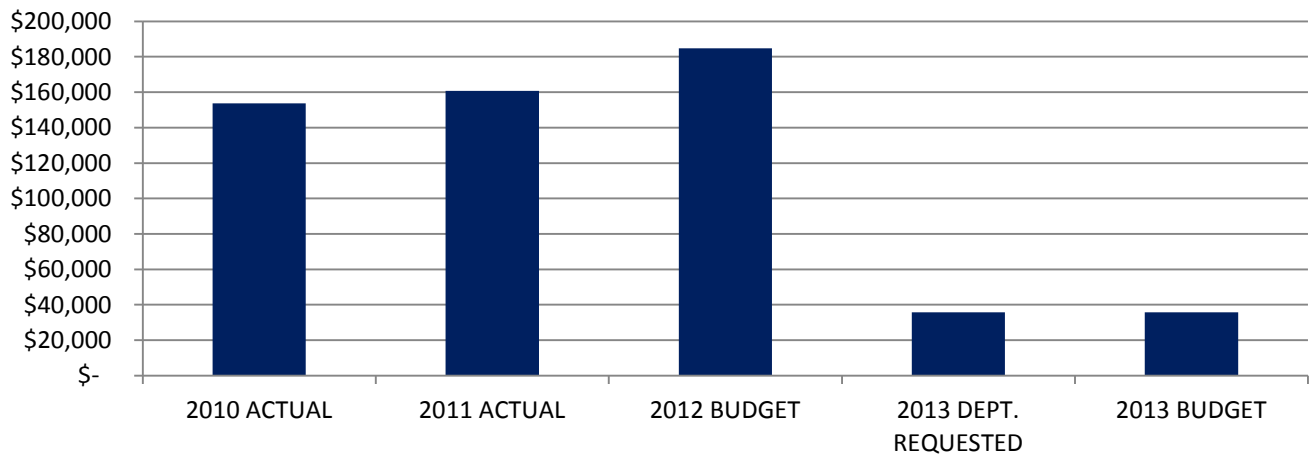
The 2012 budget includes an increase of .3 full-time-equivalent employees for this program.



## Expenditure History

	2010 <u>ACTUAL</u>	2011 <u>ACTUAL</u>	2012 <u>BUDGET</u>	2013 DEPT <u>REQUESTED</u>	2013 <u>BUDGET</u>
PERSONNEL SERVICES	151,555	158,687	176,902	27,864	27,864
SUPPLIES & MATERIALS	1,208	135	4,600	4,600	4,600
CONTRACT SERVICES	517	1300	2,500	2,500	2,500
OTHER EXPENSES	477	664	700	700	700
<b>TOTAL PROGRAM COST</b>	\$153,757	\$160,786	\$184,702	\$35,664	\$35,664

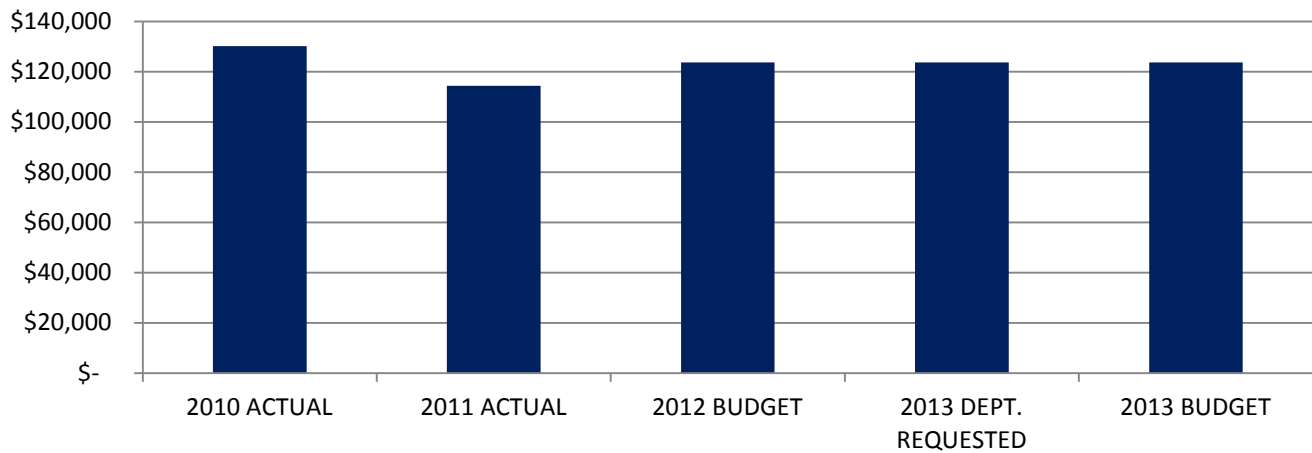
## Medicaid Outreach & Advocacy Expenditures



## Revenue History

	2010 <u>ACTUAL</u>	2011 <u>ACTUAL</u>	2012 <u>BUDGET</u>	2013 DEPT <u>REQUESTED</u>	2013 <u>BUDGET</u>
OTHER	130,148	114,421	123,645	123,645	123,645
<b>TOTAL PROGRAM COST</b>	\$130,148	\$114,421	\$123,645	\$123,645	\$123,645

## Medicaid Outreach & Advocacy Revenues



## Strategic Outcomes

Indicator	2008 Actual	2009 Actual	2010 Actual	2011 Actual	2012 Target	2013 Target
Percent of respondents rating the availability of affordable quality health care in Jackson County excellent or good. Source - 2009 National Citizen Survey to be redone in 2012	N/A	26%	N/A		31%	

## Other Key Indicators

Indicator	2008 Actual	2009 Actual	2010 Actual	2011 Actual	2012 Target	2013 Target
Families and individuals informed about programs and services.	19,963	14,777	15,595		16,500	
Clients assisted with applications for service.	360	1,040	1,020		1,200	
Clients referred to various programs and services.	13,754	8,154	8,895		9,500	