

Visión y Compromiso™



Health Advocacy Project – Los Angeles County

Improving Health Coverage Retention for Latino Children in Los Angeles County

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About the HAP-LA

- Created in 2013 to identify why children lose their Medi-Cal coverage during renewal period and process.
- Seeks solutions to retain uninterrupted Medi-Cal coverage and medical care for children.
- Goal is to create policies that will reduce loss of public health coverage among children.
- A Promotor led project working in Service Planning Areas (SPAs 2, 4, 6, 7, 8) conducted in 3 phases.





Project Overview

Three Phases

- Phase I – Training of Promotores and Community Health Workers on the health system and public health coverage programs, as well as educating parents on coverage options.
- Phase II – Research and analysis
- Phase III – Development of policy recommendations.



Addressing the Issue

- Stat on enrollment/loss coverage [here](#)
- Going to the source - completing:
 - 7 focus groups
 - 7 stakeholder interviews
 - 600 parent surveys
- Utilizing Promotores' existing role in the community to help reduce the loss of coverage through county policy recommendations.



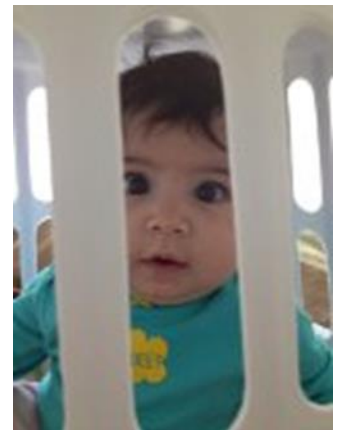
Questions Being Explored

- Reasons why children lose coverage.
- Effective messaging
- Issues, trends, barriers affecting enrollment of Latino families.
- Existing challenges
- What current efforts exist to retain children.
- New trends in health coverage (Covered CA, Medi-Cal expansion, etc.)



Key Informant Interviews

- Why Children Lose Coverage:
 1. Confusion around application and enrollment process.
 2. Hard to understand applications and redetermination forms.
 3. Parents don't always realize children have lost coverage until its too late.
 4. Unopened mail.
 5. Limited language accessibility.

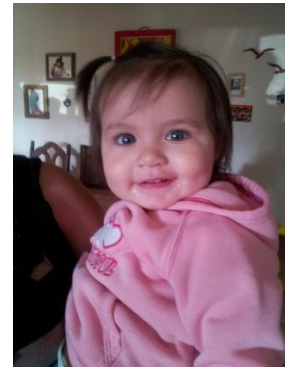


Key Informant Interviews

- Messages About Health Insurance
 1. Education still needed to shift to a “culture of coverage”
 2. Mistrust, misinformation and confusion about Covered California and Medi-Cal.
 3. Simple messages about enrollment that emphasize the importance of family health.
 4. Inclusive messaging that is welcomes everyone in the family into the enrollment process.
 5. Trusted, informed messengers are most trusted to deliver information on coverage options.



Key Informant Interviews

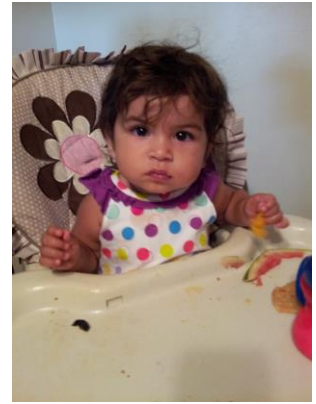


- Enrollment & Redetermination
 1. Particular challenges for mixed status families.
 2. Eligibility for parents increases likelihood of whole family being covered.
 3. Outreach and Enrollment staff must be sensitive to applicants.
 4. Face to face contact most effective with Latino community.
 5. Complexity of renewal process and reporting requirements continue to be burdensome.





Recommendations



- Increased in-person application assistance.
- Establish neighborhood-based centers with trained and knowledgeable staff to assist parents –when parents are available.
- Decrease eligibility workers caseload and improve efficiency of county offices.
- Improve cultural competency and customer service of workers.
- Improve ease of re-enrollment process.



Questions?

