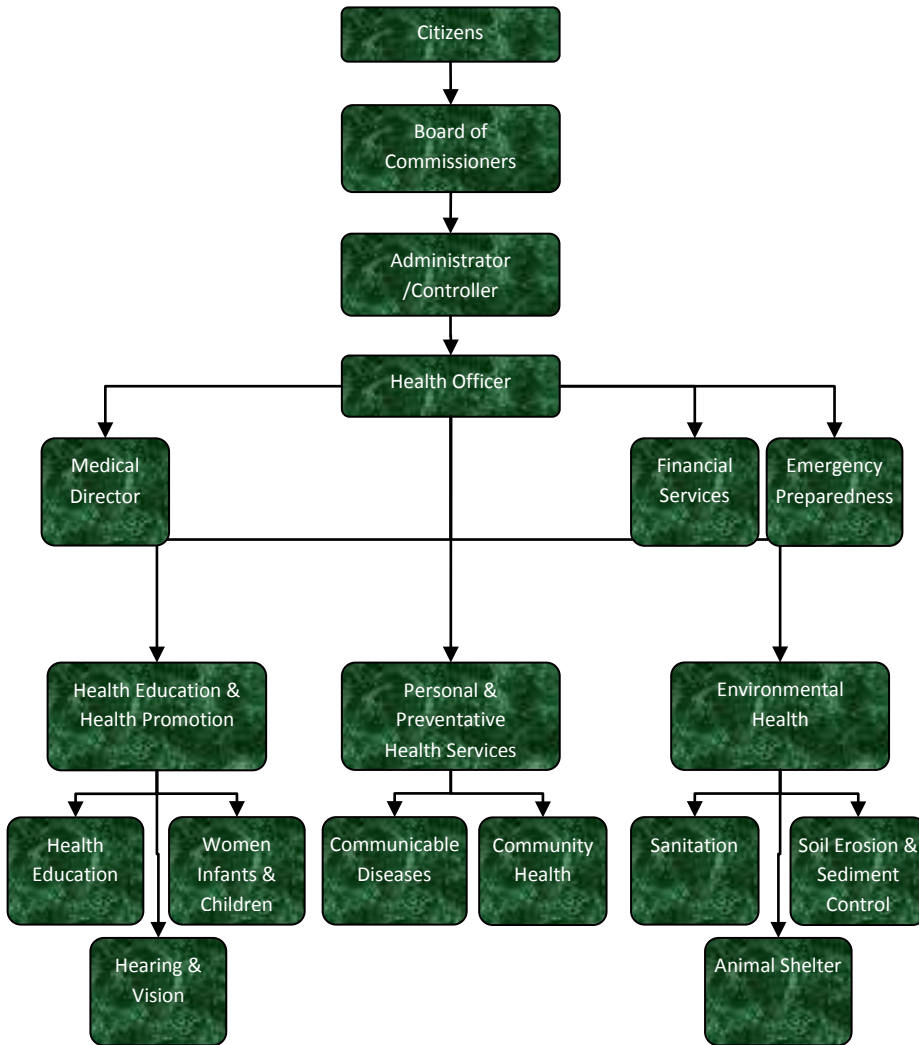


Medicaid Outreach & Advocacy

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**

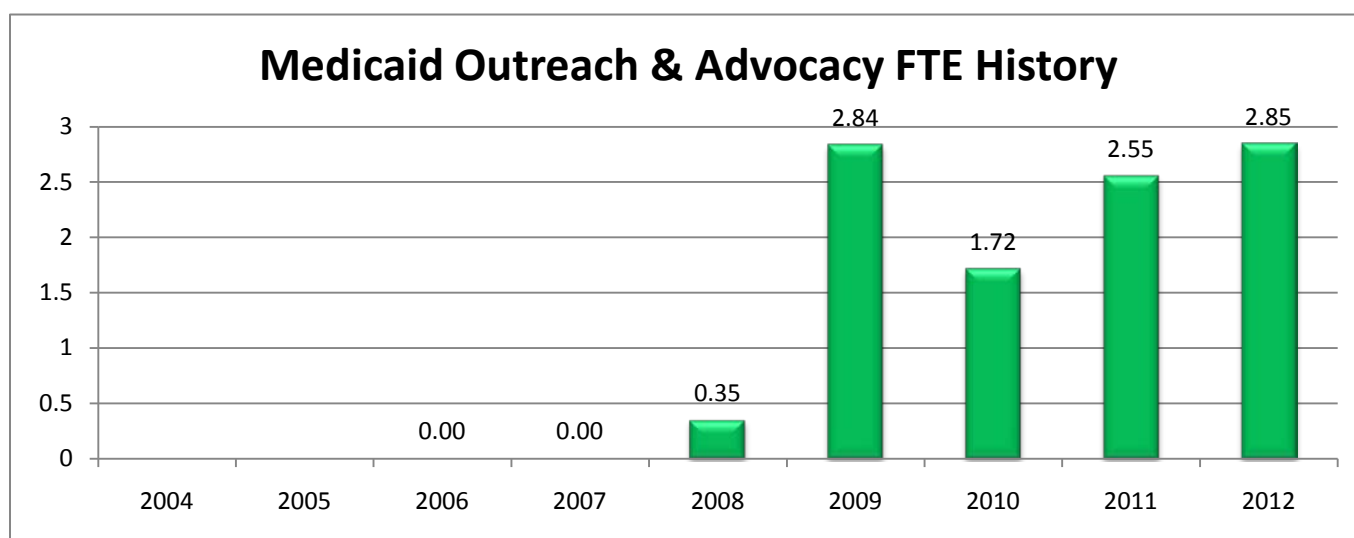
The purpose and goal of Medicaid Outreach is to provide education about, bring awareness to, and increase involvement in, Medicaid and Health Department programs and services. This goal is achieved by providing a variety of outreach activities such as presentations, face to face education, application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

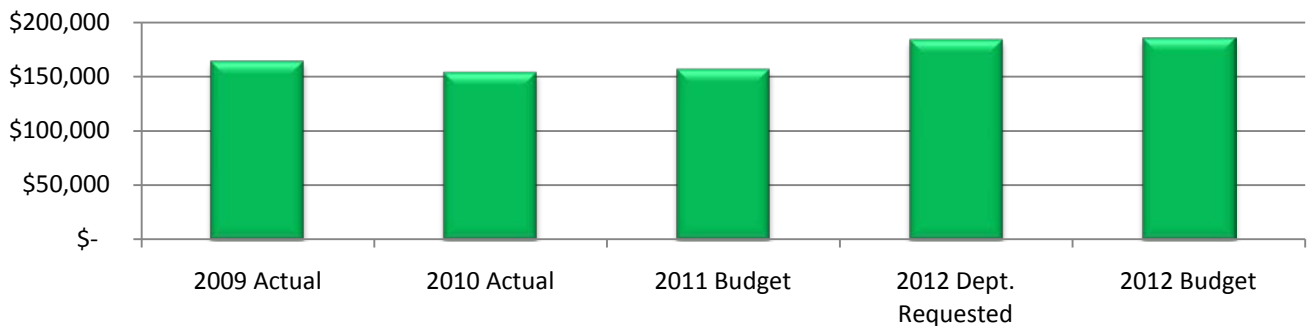
The 2012 budget includes an increase of .3 full-time-equivalent employees for this program.



Expenditure History

	2009 <u>ACTUAL</u>	2010 <u>ACTUAL</u>	2011 <u>BUDGET</u>	2012 DEPT <u>REQUESTED</u>	2012 <u>BUDGET</u>
PERSONNEL SERVICES	163,200	151,555	148,707	175,918	177,478
SUPPLIES & MATERIALS	64	1,208	4,600	4,600	4,600
CONTRACT SERVICES	0	517	2,500	2,500	2,500
OTHER EXPENSES	625	477	700	700	700
TOTAL PROGRAM COST	\$163,889	\$153,757	\$156,507	\$183,718	\$185,278

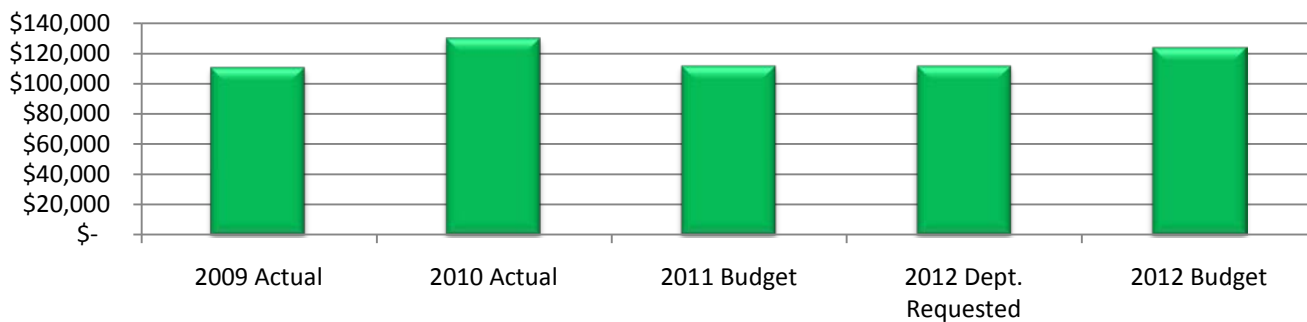
Medicaid Outreach & Advocacy Expenditures



Revenue History

	2009 <u>ACTUAL</u>	2010 <u>ACTUAL</u>	2011 <u>BUDGET</u>	2012 DEPT <u>REQUESTED</u>	2012 <u>BUDGET</u>
OTHER	110,496	130,148	111,645	111,645	111,645
TOTAL PROGRAM COST	\$110,496	\$130,148	\$111,645	\$111,645	\$111,645

Medicaid Outreach & Advocacy Revenues



Strategic Outcomes

Indicator	2007 Actual	2008 Actual	2009 Actual	2010 Actual	2011 Target	2012 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	N/A	26%	N/A	N/A	31%

Other Key Indicators

Indicator	2007 Actual	2008 Actual	2009 Actual	2010 Actual	2011 Target	2012 Target
Families and individuals informed about programs and services.	N/A	19,963	14,777	15,595	16,000	16,500
Clients assisted with applications for service.	N/A	360	1,040	1,020	1,200	1,200
Clients referred to various programs and services.	N/A	13,754	8,154	8,895	9,000	9,500