

RIGHT FROM THE START MEDICAID OUTREACH PROJECT



2007 - 2008 Annual Report

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The Mission of the Right from the Start Medicaid Outreach Project is to enable children, pregnant women, and women with breast or cervical cancer to receive comprehensive health services through Right from the Start Medicaid and related programs.

Right from the Start Medicaid Outreach Project

The Right from the Start Medicaid (RSM) Outreach Project began in July 1993 as a response to Georgia's high infant mortality rate and to provide a medical safety net for Georgia's working families. The Project was charged with the mission to improve health care access for children and pregnant women.

The Department of Community Health and the Department of Human Resources entered into an agreement to place eligibility workers in community settings such as health departments, hospitals, schools and other convenient locations. A major feature of the program is the availability of staff during non-traditional work hours each week so that work, school and childcare arrangements are not a barrier for families.

The RSM Project provides Medicaid coverage for children under the age of 19 and pregnant women. Income limits are higher than those of the Temporary Assistance to Needy Families (TANF) and Medically Needy programs. Working families may be eligible even if both parents live in the home or if other insurance coverage is in place.

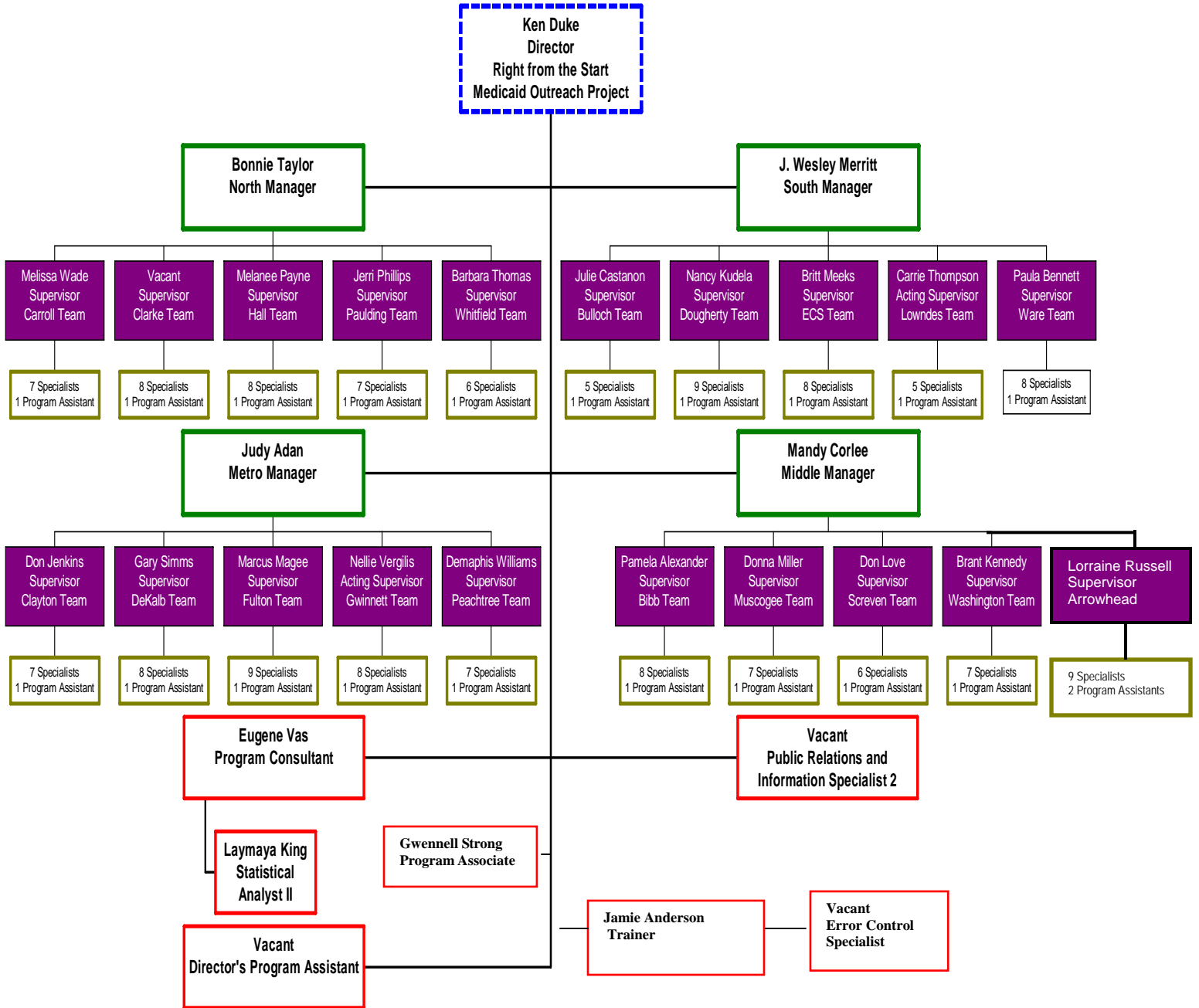
Statewide, teams enlist creative techniques to make presentations and distribute information to the public. Some examples include distributing program information in store shoe boxes, new mom baby bags and paycheck envelopes; setting up displays and accepting applications at pharmacies, retail stores and festivals; making presentations at churches schools and labor departments; and providing print media and public service announcements to community groups, employers, teachers, medical and daycare providers, and the media.

Over the years, the RSM Project has expanded its teams and its scope of services. It now assists with Women's Health Medicaid (WHM), a program that provides medical coverage for women with breast or cervical cancer, who do not have insurance to cover related expenses. The RSM Project also works closely with PeachCare for Kids. This program was designed for working, self-supporting Georgia families who cannot afford private insurance and are not eligible for Medicaid. The RSM outreach workers help to market the program and provide application assistance.

In 1994, RSM joined with the Georgia Partnership for Caring Foundation, Inc. (GPCF), to address the needs of those persons who are ineligible for Medicaid or other state coverage programs. GPCF is a private, non-profit organization that provides limited voluntary services of physicians, hospitals, pharmacists and other health provider agencies.

Georgia has made a serious commitment to improving the quality of health for children and women. RSM allows Georgia's working families to have medical coverage that would otherwise be unavailable, inadequate or unaffordable. RSM Project workers have received more than 1,000,000 applications since the Project has been in operation.







Right from the Start Medicaid:

Applications Pending from Prior Yr.	1, 835
Applications Taken or Assigned	146, 949
Applications Approved	52, 824
Applicants Denied	56, 204
Other Disposition	39, 756

Right from the Start Medicaid is healthcare coverage for children up to age 19 and for pregnant women with low to moderate income. Qualified enrollees do not pay a fee for this service. Applications for children whose incomes are only slightly above the RSM limit are referred to PeachCare for Kids because they are eligible for the program.

Persons who are denied RSM because they are non-citizens are given information regarding emergency medical assistance (EMA). If they qualify for EMA they can get assistance with medical bills occurred during an emergency, including labor and delivery costs.

<u>Denial Reasons</u>	<u>Number of Cases Denied</u>
Citizenship	2, 065
Over Income (not eligible)	1, 204
Over Income (sent to PCK)	12, 196
Over Age or Not pregnant	99
Verification needed or Not Received	35, 997
Application Withdrawn	532
Moved Out of State	86
Lack of Information	35
Other	3, 991



Referrals:

PeachCare for Kids **81, 464**

Besides referrals made to PCK, GPCF and EMA, RSM staff also referred clients to DFCS to apply for other services. Applicants may qualify for Food Stamps or Low Income Medicaid. RSM staff recognize that their clients may have other needs outside of healthcare coverage, and therefore try to stay abreast of helpful programs within their community to which they can refer their clients. Programs include: homeless and women’s shelters, food banks, WIC, teen programs, and free pregnancy classes.

Interviews:

Non face to face **145, 225**

Clients are not required to see a Medicaid Eligibility Specialist in person to apply for RSM or PCK. They can pick up an application at an outreach event or one of RSM’s pickup sites. Applicants can mail the application to their local office. To obtain PCK assistance, they have the option of applying online. Applications must be signed in order to be processed, a RSM Specialist contacts the applicants by mail or phone to verify information.

Reviews:

Once an applicant has been successfully enrolled in RSM, their case is transferred to DFCS caseworkers for ongoing monitoring and case reviews. On rare occasions an RSM worker may need to keep a case longer than usual and will have to do a case review to verify continued eligibility or certification. Leading in organizational commitment, the RSM Project has been called upon to periodically complete reviews for cases with DFCS.

Specials Completed:

Eligible **123**
Ineligible **110**

Occasionally, due to a change in a client’s circumstances (i.e. change of address, new family member, income change) an RSM worker may need to make changes to a case that has already been processed. In some instances the client remained eligible, and in others the change resulted in the client’s ineligibility.



Nontraditional Hours:

Required	33, 574
Actually Worked	41, 085

RSM specialist are required to work at least eight nontraditional hours (before 8 a.m. or after 5 p.m.) per week. This year, specialists worked **7,511** more non-traditional hours than was required. Nontraditional hours greatly increase specialist's accessibility to their clients.

Women's Health Medicaid

Applications Taken or Assigned	1, 466
Applications Processed	1, 480
Applications Approved	1, 284
Applications Denied	188
Other Disposition	8

RSM Project assists with Women's Health Medicaid (WHM) applications. These are applications from women who have been diagnosed with breast or cervical cancer. Applicants usually do not have insurance to cover related medical costs. Applications for this program can be retrieved at county public health departments. Applicants should ask for the BreasTest and MORE coordinator, or call, toll free, 1-800-4-CANCER. RSM staff determine if the completed applications are approved or denied.

PeachCare for Kids:

Presentations	2, 189
Community Forums	591
Community Training to Providers	53
Program Inquiries	23, 079
Application Assistance	5, 647
Distribution of Applications	16, 675
Distribution of Printed Materials	81, 464

PeachCare for Kids (PCK) is a low-cost health care coverage program for children in working families with modest income. Customers who turn in PCK applications to Medicaid Eligibility Specialists will have their application screened for eligibility. Applications are reviewed for Medicaid or PCK eligibility. This double screening is a convenience to clients because a Medicaid eligible applicant can not qualify for PCK. If an applicant qualifies for Medicaid, the specialist will process their application. Applications for PCK may be obtained by going online to www.peachcare.org or an RSM specialist.

Georgia Partnership for Caring Foundation

Applications Taken	6, 094
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While some applicants do not qualify for RSM, they may be referred to other state healthcare programs. It is necessary to refer some to the Georgia Partnership for Caring Foundation (GPCF). GPCF is a private non-profit foundation that secures the generous donations of doctors and pharmaceutical companies to provide qualified applicants with complimentary medicines and a doctor's visit. RSM staff distribute and accept applications for GPCF and screen them for potential eligibility for state-funded healthcare programs. If the applicant has low income but does not qualify for a state healthcare program, their GPCF application is forwarded to the foundation.

Emergency Medical Assistance

Applications Taken or Assigned	5, 422
Applications Approved	3, 771
Applications Denied	890
Other Disposition	796

For residents who do not qualify for the various healthcare coverage programs, there is the option of applying assistance in paying for medical bills incurred during an emergency. Although this is not a program, RSM can accept EMA applications for assistance.





**Bonnie Taylor
North Manager**

RSM North Teams

Team
Carroll
Clarke
Hall
Paulding
Whitfield

Supervisor
Melissa Wade
Vacant
Melanee Payne
Jerri Phillips
Barbara Thomas

Carroll Team

153 Independence Drive
Carrollton, GA 30116
770-830-2141

Counties Covered:

Butts Carroll Coweta
Heard Lamar Pike
Spalding Troup Upson



Clarke Team

20 Lee Street, Units 14 & 15n
Jefferson, GA 30549
706-367-3141

Counties Covered:

Barrow Clarke Elbert
Greene Jackson Madison
Morgan Newton Oconee
Oglethorpe Walton



Hall Team

375 West Avenue
Gainesville, GA 30501
770-531-6435

Counties Covered:

Banks Hall Rabun
Dawson Forsyth
Lumpkin White
Franklin Habersham
Stephens Hart



Paulding Team

101 Bainbridge Way
Suite 130
Dallas, GA 30132
770-443-7914

Counties Covered:

Bartow Haralson Polk
Chattooga Paulding Floyd
Cobb Cherokee



Whitfield Team

Kingstown Housing Authority
85 Barry Street, Apt. 2K
McCaysville, GA 30555
706-492-4260

Counties Covered:

Catoosa Gilmer
Walker Dade Gordon
Whitfield Fannin
Murray Union
Pickens Towns





RSM South Teams

Team
Bulloch
Dougherty
ECS
Lowndes
Ware

Supervisor
Julie Castanon
Nancy Kudela
Britt Meeks
Carrie Thompson
Paula Bennett

Wesley Merritt South Manager

Bulloch Team

38 Courtland Street, Suite D
Statesboro, GA 30458
912-871-1574

Counties Covered:

Bryan Effingham
McIntosh Long
Bulloch Evans
Wayne Candler
Liberty Chatham
Toombs Tattnall



Dougherty Team

449 N. Main St.
Suite B
Moultrie, GA 31768
229-891-7045

Counties Covered:

Baker Early Seminole
Calhoun Grady Terrell
Colquitt Lee Thomas
Decatur Miller Worth
Dougherty Mitchell



Error Control Specialist

1741 South Georgia Pkwy, West
Waycross, GA 31501
912-338-5289

Counties Covered:

Statewide



Lowndes Team

400 East Altamaha Street
Fitzgerald, GA 31750
229-426-5201

Counties Covered:

Ben Hill Appling Lanier
Berrien Dooly Lowndes
Brooks Echols Tift
Bacon Irwin Turner
Montgomery Wheeler
Wilcox Telfair



Ware Team

1766 Memorial Drive, Suite 9
Waycross, GA 31501

Counties Covered:

Atkinson Charlton Pierce
Coffee Clinch Ware
Brantley Camden
Glynn



RSM Middle Teams

Mandy Corlee
Middle Manager

Team
 Arrowhead
 Bibb
 Muscogee
 Screven
 Washington

Supervisor
 Lorraine Russell
 Pamela Alexander
 Donna Miller
 Don Love
 Brant Kennedy

Arrowhead Team

409 Arrowhead Blvd., Suite B-3
 Jonesboro, GA 30236
 770-603-4777

Counties Covered:
 Statewide



Bibb Team

788 Walnut Street, Suite 6
 Macon, GA 31201
 478-751-4598

Counties Covered:
 Bibb Bleckley Dodge Houston
 Monroe Crawford Macon Peach
 Pulaski



Muscogee Team

4519 Woodruff Road, Unit 10
 Columbus, GA 31909
 706-649-1272

Counties Covered:
 Clay Quitman Talbot Crisp
 Chattahoochee Randolph
 Taylor Dooly Harris Schley
 Webster Marion Stewart
 Muscogee Sumter



Screven Team

113 North Main Street, Suite A
 Sylvania, GA 30467
 912-564-5677

Counties Covered:
 Burke Jenkins Richmond Warren
 Columbia Lincoln Screven
 Jefferson McDuffie Emanuel
 Glascock Taliaferro Wilkes



Washington Team

111 Brookins Street, Suite 300
 Sandersville, GA 31082
 478-553-2467

Counties Covered:
 Baldwin Johnson Washington Jones
 Laurens Treutlen
 Hancock Wilkinson
 Putnam Jasper
 Twiggs





RSM Metro Teams

Team

Clayton
DeKalb
Fulton
Gwinnett
Peachtree

Supervisor

Don Jenkins
Gary Simms
Marcus Magee
Nelli Vergillis
Deamphis Williams

Judy Adan
Metro Manager

Clayton Team

409 Arrowhead Boulevard
Suite C-7
Jonesboro, GA 30236
770-473-2605

Counties Covered:

Clayton Henry
Fayette Rockdale



DeKalb Team

2300 Henderson Mill Road
Suite 410
Atlanta, GA 30345
770-414-3438

Counties Covered:

DeKalb



Fulton Team

2300 Henderson Mill Road
Suite 421
Atlanta, GA 30345
770-414-3376

Counties Covered:

Douglas Fulton



Gwinnett Team

4030 Lawrenceville Highway
Lilburn, GA 30047
678-218-4410

Counties Covered:

Gwinnett



Peachtree Team

2 Peachtree St, NW,
Suite 21-413
Atlanta, GA 30303
404-463-7076

Counties Covered:

Statewide

