

Family Planning Medicaid Waiver Evaluators Conference Call

March 12, 2007, 1.00-2.00 pm EDT

Participants

Evaluators: Mario Ariet (FL), Janet Bronstein (AL), Molly Carpenter (VA), Kim Dauner (SC), Jeff Roth (FL), Ila Sarkar (MS),
State Staff: Danni Atkins (FL), Sydney Atkinson (NC), Sondra Burns (LA), Catherine McGrath (FL), Bernie Operario (NC), Tahirah Rashadeen (LA), Janet Tempkin (FL), Lorie Williams (NC),
Sheps Center Staff: Priscilla Guild, Ellen Shanahan
Others: Melissa Romaire (CMSO), Adam Sonfield (Guttmacher), Paul Youket (CMSO)

Not on the Call

Evaluators: Paul Buescher (NC), Holly Felix (AR), Kathy Langlois (MS), Debeshi Maitra (SC), Dave Murday (SC), Mike Resnick (FL)
State Staff: Emily Anderson (KY), Bonnie Cox (GA), Joe Holliday (NC), Karen Jackson (FL), Marie Melton (FL), Traci Perry (LA), Helen Sancho (FL), Bill Sappenfield (FL), Marcia Swartz (NC), Janet Sheridan (SC), Robyn Slate (NC), Cindy Thames (MS), Tri Tran (LA), and Angie Yow (NC)
Sheps Center Staff: No one
Others: Nancy Dieter (CMSO), Kathleen Farrell (CMSO), Meredith Robertson (CMSO),

The topic for today's call was, "Outreach Efforts: Measuring Their Success and Identifying the Most Successful." Janet Bronstein, Kim Dauner (for Dave Murday), and Adam Sonfield took the lead on this call. On Friday material from Janet Bronstein on measuring the success of outreach was sent to each participant. In a separate e-mail, the link to the Guttmacher Institute report on "Estimating the Impact of Expanding Medicaid Eligibility for Family Planning Services" was also distributed. Just prior to the call, the SC material on their enrollee survey was sent out via e-mail. Janet started the call by saying that in AL as the program aged, without increased outreach efforts to attract new participants, budget neutrality was harder and harder to achieve. This was also the case in SC. This is even more critical now that women must re-enroll each year. If these women are being seen in the private sector, their service may be interrupted while they are re-enrolling. AL, FL, NC, and SC mostly use letters to remind women to re-enroll, but it would be most effective to also be able to re-enroll them when they come in for service. Adam suggested that it might be good to look at the content/language of the letter and evaluate whether changes in wording would make it more effective. No one had done this yet but agreed it would be good to do. There are three types of outreach that are needed: outreach to get the eligible population enrolled, outreach to get the enrolled population served, and outreach to get women re-enrolled each year. Janet said that continuous outreach using a number of methods targeted to the varied populations being served will be needed to maintain success.

Most of the call related to the AL material Janet Bronstein sent out. In her first table Janet looked at two ways of measuring the "eligible population." The first used estimates from the Guttmacher Institute on the number of women 13-44 in need of publicly-funded contraceptives services and supplies. These estimates take into account the demographic and financial information from the census and current population survey, as well as information from the National Survey of Family Growth and Youth Risk Behavior Surveys about sexual behavior (columns 2-4). Estimates of the women who are not sexually active, who have been sterilized or whose partner has been sterilized, or are pregnant or desiring to become pregnant are removed from the Guttmacher estimates. The second method used only information from the census on demographics and income (column 7). An effort was made to exclude women who would be eligible for regular Medicaid by eliminating women <15% of poverty (ideally this should only be women with children). As would be expected, these two estimates give very different estimates of the "eligible" population being served. Estimates using both types of denominators are of interest. If women with insurance coverage are removed from the Census/Current Population Survey estimates (column 7), this might be a reasonable estimate of the eligible population. Using the Guttmacher estimates (column 4), this would probably be better referred to as an estimate of the "potential participants or target population" being

served. The Guttmacher Institute has also corrected their estimates to remove women with insurance but these are probably not the figures Janet used. If you are only interested in comparing your state over time or looking at subpopulations within your state to identify pockets of under-service where additional outreach efforts are needed, your choice of denominator is not so critical as long as you are consistent. It is when you want to compare different states that may use very different estimation procedures that this becomes a problem. Within this Region we would like to be able to compare states. At the end of the call there was agreement on the following:

- We need estimates of the proportion of the population that should be enrolled (eligible population?) that is enrolled.
- We need to identify the best practices to increase the awareness-level among the target population.
- The downside of using Census data alone is that some persons would be included that you would not expect to want to participate in the program.

The topic of the next call, “Investigating the Possibility of Getting Consistent Population-in-Need Estimates for Each State with a Waiver” is highly related to today’s call. This will not be simple since states serve different age groups, some serving women over the age 45, a group not surveyed in the National Survey of Family Growth. In addition, some states serve men (NC in Region IV). Bernie Operario, will join Janet Bronstein, Dave Murday, and Adam Sonfield in planning this call. Melissa Romaine will be able to be on the call and Adam will see if anyone else from the Guttmacher Institute would like to join us. Once we have figured out how to measure the population(s) in need of outreach services, states will better be able to identify which approaches are working better than others. Bernie reminded us that no matter what the evaluator of these waivers is doing, waiver directors/managers need to know enrollment and participation rates by county in order to identify areas in need of assistance with outreach.

Next Call: April 9th from 1 until 2 PM EDT. The call-in number for all the calls will be (919) 962-2740.