



PARTNERSHIP IN PRACTICE

SPRING 2023



REDETERMINATION

Our Redetermination efforts have been in full swing since 2021, bringing Redetermination education and resources to the overall Medicaid community.

Here is a snapshot of our full outreach to date. →



Over the past two months, we have worked with you, our providers, NH Navigators for health insurance assistance and DHHS with resource tables reaching and redetermining dozens of individuals in our communities.

- Conducting outreach since August 2021
- Redetermination member incentive ran July 2022 - March 31, 2023 – 6,500 rewards issued to date
- Partnering with community organizations, provider organizations, DHHS, and NH navigators to hold events across the state to educate and provide redetermination support
- Community events supporting redetermination efforts:
 - Green-to-Go
 - Member Movie Nights
 - Healthy Hour

COMMUNICATION OUTREACH

COMMUNICATION OUTREACH		OUTREACH STATISTICS	
Email communications			
Direct mail (postcards/letters)			
SMS (Text) campaigns			
POM (Robo calls) campaigns			
Paid media/radio spots		Outreach attempts made to date (8/2021-2/2023):	475,000
Live telephonic outreach		Electronic:	225,000
Inbound call center contacts		Direct Mail:	31,000
IVR messaging		POM:	59,000
Social media campaigns		Live Telephonic:	≥ 125,000
Provider flyers		Provider:	35,000
Provider outreach			
Care Management engagement			

PRACTICING OUR PURPOSE THROUGH GATEWAY SERVICES

Our Gateway Services allow us to provide events and resources beyond our membership to the overall community. Supporting the social determinants of health, our teams provide direct social supports to communities throughout the Granite State with an investment of more than \$250,000 annually.

Food Insecurity: Green To Go!

The Green to Go! van delivers fresh fruits and vegetables, lean meat, nutrition education, local resources and supports to underserved communities throughout NH (8 events per year, 2,500+ bags of food distributed every year.) The Green to Go! Food Club offers healthy food boxes to approximately 100 YMCA youth members and their families each month.



Homeless Community Support: Quarterly distribution of program items (self-care kits, Bombas socks, sleeping bags, cold weather/warm weather items) reaching 1,000+ individuals throughout NH. More than \$20,000 in annual sponsorships supporting Homeless outreach.



SUD Healthy Hour: Events offering smoothies, fresh fruit and SUD resources. Held at shelters and food pantries – educating communities about SUD prevention, intervention and recovery.



Member Movie Night: Community events designed to promote family recreation. Members who register for Movie Night are given passes for a movie, popcorn and water.

IMPROVING MEMBER HEALTH WITH INNOVATIVE PILOT PROGRAMS



Kicks for Kids: Monthly program to bolster wellness visits exclusively for youth ages 12-17. All qualifying members who complete an annual wellness exam are entered into a monthly drawing of 10 Nike gift cards valued at \$100 each.



Future Is Now: Helping youth members ages 15-17 with transition to adulthood. Three consecutive education modules: life skills, health care, finances and more My Health Pays® rewards: \$50 for completion of each module (\$150 total).



Welcome Home Program: Welcome Home package delivered to recently placed members. Includes pots/pans, bathroom items, self-care items, \$50 Walmart Gift Card and more. Also includes information and contacts for local resources.



Good Measures: Pilot nutrition program offering up to 100 Members diagnosed with Depressive disorder personalized nutrition coaching and meal planning for improving physical and mental wellbeing.

ON THE MOVE SURVEY

Our teams are constantly evolving our programs and processes to strengthen our partnerships and to improve engagement with our members. Please take a moment to complete this two-question survey that will help us plan for the future.

1. Are you interested in learning more about (choose all that apply)

- Redetermination Gateway Services Kicks for Kids
 Future is Now Welcome Home
 Recent Operational Enhancements

2. Would you like your NH Healthy Families provider representative to contact you to schedule a brief discussion?

Yes No

Name: _____

Facility: _____

Phone: _____

Please return to:
NHProviderRelations@CENTENE.COM

Thank you!