



# COMMUNITY STAKEHOLDER MEETING

VIRGINIA DEPARTMENT OF MEDICAL  
ASSISTANT SERVICES

VIRGINIA'S MEDICAID PROGRAM

**DMAS**

November 2023

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## AGENDA

NATALIE PENNYWELL, MPH, CHES  
OUTREACH AND COMMUNITY  
ENGAGEMENT MANAGER

VIRGINIA DEPARTMENT OF MEDICAL  
ASSISTANCE SERVICES

# Community Stakeholders Meeting

## AGENDA

October 19, 2023

11:00 AM - 12:00 PM

Meeting will be held electronically via WebEx.

<b>To Join Meeting Remotely:</b> <a href="https://covaconf.webex.com/covaconf/j.php?MTID=m6d6676c5e7630d4ef519619cac705045">https://covaconf.webex.com/covaconf/j.php?MTID=m6d6676c5e7630d4ef519619cac705045</a>	
<b>Meeting # (Access Code):</b> 2422 524 3090	<b>Meeting Password:</b> M2j9BNj4QED
<b>Dial in (Phone):</b> +1-517-466-2023	<b>Tap to join from mobile device</b> +1-866-692-4530 US Toll Free
<b>Remote Conference Captioning</b> <b>Link:</b> <a href="https://www.streamtext.net/player?event=HamiltonRelayRCC-1019-VA3945">https://www.streamtext.net/player?event=HamiltonRelayRCC-1019-VA3945</a>	

Topic	Presenter	Time Allotted
Welcome & Introductions	Natalie Pennywell, MPH, CHES Outreach & Community Engagement Manager Department of Medical Assistance Services	11:00 – 11:05 AM
Presentations & Discussion <ul style="list-style-type: none"> <li>• DMAS Back to School Campaign</li> <li>• Community Partner Spotlight               <ul style="list-style-type: none"> <li>○ VHCF – Project Connect Application Assisters &amp; Training Opportunities</li> </ul> </li> </ul> Presentation and Questions	Natalie Pennywell Outreach and Community Engagement Manager Rachel B. Lawrence Strategic Initiatives Specialist Virginia Department of Medical Assistance Services (DMAS)	11:05 – 11:30 AM
	Emily Roller Director of Health Insurance Initiatives Norma Ryan FAMIS Medicaid Application Specialist Virginia Health Care Foundation	11:30 – 11:55 AM
Wrap-Up, Announcements & Closing	Natalie Pennywell, MPH, CHES	11:55 AM – 12:00 PM

**Next Meeting:** December 07, 2023 at 11:00 AM



### Takeaways

Take Action	Action Item	Resource	Follow-Up
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			
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### General Notes

Call/Email	Contact/Organization	Email Address	Phone Number
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			



# PRESENTATION: STATE-BASED EXCHANGE

NATALIE PENNYWELL  
OTREACH AND COMMUNITY ENGAGEMENT MANAGER,  
VIRGINIA DEPARTMENT OF MEDICAL ASSISTANCE SERVICES

RACHEL B. LAWRENCE  
STRATEGIC INITIATIVES SPECIALIST  
VIRGINIA DEPARTMENT OF MEDICAL ASSISTANCE SERVICES





# Back To School & Member Engagement

Department of Medical Assistance Services

Community Stakeholder Meeting  
October 19, 2023



## Back-to-School: Outreach and Engagement Campaign

CoverVA.org: <https://coverva.dmas.virginia.gov/learn/insurance-for-children/back-to-school/>  
DMAS: <https://www.dmas.virginia.gov/news-and-updates/categories/health-care-for-children/back-to-school/>

## Virginia DMAS Back-to-School (BTS) Outreach and Engagement Campaign

### Launched Summer 2001

- **Purpose:** Raise awareness about access to Medicaid and FAMIS within the school system
- **Timeframe:** Launched late July
- **Includes:**
  - Information for Parents & Guardians
  - Resources for Schools and Staff
  - Promotional Materials
- **Historical Partners:**
  - Virginia Department of Education
    - McKinney-Vento homeless liaisons, school nurses, nutrition program supervisors, enrollment coordinators, social workers, PTO/PTA leadership and Medicaid coordinators
  - Community stakeholders that focus on children and families
  - Advocates and Application Assisters
- **Traditional Resources**
  - Print Material: 2023 Back to School flyer
    - [PDF] [English](#) | [Spanish](#) | [Arabic](#) | [Amharic](#) | [Urdu](#) | [Vietnamese](#) | [Double-sided](#) | [Order online](#)
  - Widgets



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## Virginia DMAS Back-to-School (BTS) Outreach and Engagement Campaign

- **Suggestions to superintendents/principles for material distribution:**
  - Placing a link on school websites
  - Distribute through Virtual Learning Packets
  - Distribute through new student enrollment packets
  - Distribute in-person or virtual PTA meetings and other school events
  - Distribute an automated calling message (I.e., Robo Call)
  - Distribute via SMS or text messaging
  - Distribute on social media platforms
- **Additional Materials**
  - **Promotional Materials** (English | Spanish)
    - Social Media Assets
    - BTS Social Media Messaging and Graphics
    - BTS Messages and Automated Calling System (Robo call)
  - **Focus on English as a second language partnerships**



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## Back-to-School (BTS)

### FAQs

#### ✓ How can we order additional flyers?

- BTS and PHE flyers and posters can be ordered through the Cover Virginia Materials portal at <https://coverva.org/en/materials>. Flyers can be ordered in quantities of 25 or more.

#### ✓ Is there a cost to additional flyers?

- There is no cost for any number of flyers available on the website.

#### ✓ When will the flyers be delivered to the schools?

- BTS flyers are typically delivered to schools late July through mid-August. This year we have decided to allow our schools to place their large orders as needed rather than mail them all. We are looking at supporting our largest school systems by placing their orders for them to ensure a good majority of our youngest members get the information.

#### ✓ When will schools be handing out the flyers to students and/or parents?

- It is up to the schools when they plan to hand out the Back to School flyers.
- Past strategies: Back to School packets, handed out at Back to School Night, or sent home throughout the school year

#### ✓ Where can I go to find out more information about the types of outreach being done?

- More information is available on the Cover Virginia website on the Back to School page
  - How to navigate to the BTS webpage: Cover VA > Learn > Insurance for Children > Back to School



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## Cover Virginia Back to School (BTS) Resource Review

**Rachel Lawrence, Strategic Projects Specialist**



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## Medicaid Member Advisory Committee (MAC)

CoverVA.org: <https://coverva.dmas.virginia.gov/members/medicaid-member-advisory-committee/>  
DMAS: <https://www.dmas.virginia.gov/for-members/member-advisory-committee/>

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## Committee Overview and Purpose

- ❑ **Purpose:**
  - Bring together Medicaid members and their representatives to share their Medicaid experiences, observations, and recommendations with DMAS Director and the State Board.
- ❑ **Members:**
  - Provide valuable insight on how Virginia Medicaid can better serve them individually and others.
  - Are encouraged to participate in the discussions and work of the committee.
  - Do not need to be an expert on Medicaid.
  - Do not represent advocacy groups.
- ❑ **Requirements:**
  - Be willing to share your Medicaid observations
  - Offer suggestions on how DMAS can improve how it serves it's members
  - One year term w/ possible agency invitation to serve one additional year



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## Committee Structure and Meeting Logistics

- ❑ Applications are reviewed and evaluated to ensure a diverse committee
  - Special attention is paid to Medicaid program type, region of the state, race, gender, and whether they are representing themselves or a family member
- ❑ Meeting Logistics
  - Meet four times a year in April, June, August, and October
    - 2<sup>nd</sup> Monday
  - Time 8:00 AM – 1:00 PM
  - In-person w/ virtual options
- ❑ Please [apply](#) or encourage a member to [apply](#)!



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## Community Outreach and Member Engagement Team (COMET)

- ❑ COMET Team
  - Connect to us on Cover Virginia at: <https://www.coverva.org/en/outreach-and-communications-team>
- ❑ Subscribe to Community Outreach and Member Engagement Team (COMET) information and updates via this link:
  - [CLICK HERE](#)
- ❑ Help for Medicaid Members in Spanish and Other Languages
  - DMAS has a language and disability access plan outlining how the agency is ensuring meaningful access to all of its programs, services and activities for limited English proficiency (LEP) individuals and individuals with disabilities.
  - [Coverva.org](http://Coverva.org) is available in English and Spanish
  - Many documents on the [DMAS website](#) are in English and Spanish
  - Need more information or help with language services, contact [CivilRightsCoordinator@dmass.virginia.gov](mailto:CivilRightsCoordinator@dmass.virginia.gov)



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## Sign up to Receive Updates on [coverva.dmas.virginia.gov](https://coverva.dmas.virginia.gov)

The screenshot shows the Cover Virginia website with a sign-up form for updates. The form is titled "Stay Connected. Sign up here to receive the latest news and updates from Cover Virginia". It includes a text input field for "Email or Phone number", a dropdown menu for "What best describes you?" with the option "I want...", and another dropdown menu for "Where do you live?". A blue button labeled "Sign up for updates" is at the bottom of the form. Below the button, there are links for "No Thanks" and "Remind me later", and a disclaimer: "Message and data rates may apply. Message frequency varies. Reply HELP for help or STOP to cancel." and a link to "Privacy Statement". The background of the website shows a woman's face and various navigation links like "COVID-19", "Partners", "Marketplace", "Learn More", and "Contact us".

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Follow us on FAMIS and Cover Virginia Facebook pages:

- [www.facebook.com/FAMISprograms](https://www.facebook.com/FAMISprograms)
- [www.facebook.com/CoverVa](https://www.facebook.com/CoverVa)



Contact us at [CoverVirginia@dmas.virginia.gov](mailto:CoverVirginia@dmas.virginia.gov) or [FAMIS@DMAS.virginia.gov](mailto:FAMIS@DMAS.virginia.gov)

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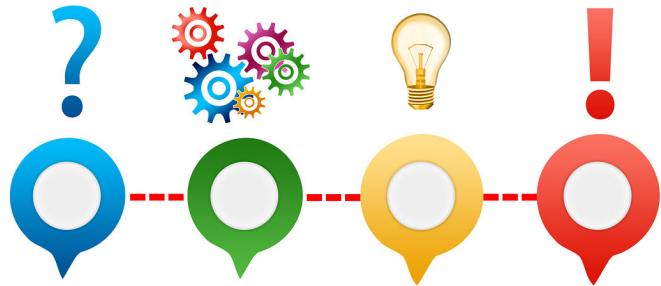
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# Questions? Do not forget to Contact Us!

## Natalie Pennywell, MPH, CHES

Outreach and Community Engagement Manager  
Community Outreach and Member Engagement Team (COMET)  
Policy, Regulation, and Member Engagement Division  
VA Department of Medical Assistance Services  
600 East Broad Street, 13<sup>th</sup> Floor  
Richmond, VA 23219  
Phone: 804.786.0166  
Email: [Natalie.Pennywell@dmas.virginia.gov](mailto:Natalie.Pennywell@dmas.virginia.gov)  
Cover Virginia Website: <https://coverva.dmas.virginia.gov/>  
CV Email: [covervirginia@dmas.virginia.gov](mailto:covervirginia@dmas.virginia.gov)

The Department of Medical Assistance Services (DMAS) updates resources and add materials as new state and federal guidance and additional insights are available. Information about the federal public health emergency can be found on the [Cover Virginia website](#).







# **PRESENTATION: COMMUNITY PARTNER SPOTLIGHT - VHCF - PROJECT CONNECT**

EMILY ROLLER  
DIRECTOR OF HEALTH INSURANCE INITIATIVES  
VIRGINIA HEALTH CARE FOUNDATION

NORMA RYAN  
FAMIS MEDICAID APPLICATION SPECIALIST  
VIRGINIA HEALTH CARE FOUNDATION

# Medicaid/FAMIS Outreach & Enrollment Initiatives

**Emily Roller**  
Director of Health Insurance Initiatives

**Norma Ryan**  
Application Specialist



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## About the Virginia Health Care Foundation (VHCF)

- **Public-private partnership** established by Virginia's General Assembly in 1992.
- **Mission:** To increase access to primary health care for uninsured and underserved Virginians.
- Best way to increase **access to care is via health insurance** (*focus on Medicaid/FAMIS*).
  - Grants for **Outreach Workers/Application Assisters** (*Project Connect*), who have helped more than 139,000 Virginians enroll or renew.
  - Training program**, *SignUpNow*, has prepared more than 17,500 community “helpers” to assist their clientele with applying for Medicaid/FAMIS.



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## Project Connect Renewal Outreach



### All hands on deck!

- Provide 1:1 **renewal** assistance, and help clients update contact information, and/or find **renewal date**.
- **Presentations and community events**
- “Renewals are Coming!” buttons to key partners



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## SignUpNow Workshops



Teach staff or volunteers from “helper” organizations (e.g., *clinics, nonprofits, schools*) about Medicaid/FAMIS rules and how to apply.

**NEW!** workshops added for Fall 2023:

- **SignUpNow – Medicaid/FAMIS:** Goes over rules for children, pregnant individuals, and nonelderly adults.
- **SignUpNow – Aged, Blind, or Disabled:** Rules for Virginians enrolled in Medicaid due to being 65+, blind, or having a disability.



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**Questions?**

[emily@vhcf.org](mailto:emily@vhcf.org)





# WRAP-UP, ANNOUNCEMENTS & CLOSING

NATALIE PENNYWELL, MPH, CHES  
OUTREACH AND COMMUNITY  
ENGAGEMENT MANAGER

VIRGINIA DEPARTMENT OF MEDICAL  
ASSISTANCE SERVICES





## MEETING DATES

- Thursday, June 15, 2023, 11:00 AM - 12:00 PM
- Thursday, August 17, 2023, 11:00 AM - 12:00 PM
- Thursday, October 19, 2023, 11:00 AM - 12:00 PM
- Thursday, December 7, 2023, 11:00 AM - 12:00 PM

VIRGINIA'S MEDICAID PROGRAM

**DMAS**

[WWW.DMAS.VIRGINIA.GOV](http://WWW.DMAS.VIRGINIA.GOV)





# AGENCY SUPPORT



# Community Stakeholder Meeting

## Agency Support

### Staff Support

- Natalie Pennywell, MPH, CHES, Outreach and Community Engagement Manager
- Dalia Tejada Halter, EdD, MBA, Outreach and Member Engagement Specialist
- Dorothy "Dot" Swann, Outreach and Member Engagement Specialist

### Administrative Support

- Sarah Hatton, MHSA, Deputy of Administration, Director's Office
- Jessica Anecchini, Senior Policy Advisor, Administration
- Sara Cariano, Eligibility, Policy and Outreach Division Director





**NOTES**













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