

**DEPARTMENT OF HEALTH AND HUMAN SERVICES
OFFICE OF DIRECTOR**

ACTION REFERRAL

TO <i>Jacobs</i>	DATE <i>10-8-08</i>
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DIRECTOR'S USE ONLY	ACTION REQUESTED
1. LOG NUMBER <i>100196</i>	<input type="checkbox"/> Prepare reply for the Director's signature DATE DUE _____
2. DATE SIGNED BY DIRECTOR <i>Cleared 11/3/08, response attached.</i>	<input checked="" type="checkbox"/> Prepare reply for appropriate signature DATE DUE <i>10-27-08</i>
	<input type="checkbox"/> FOIA DATE DUE _____
	<input type="checkbox"/> Necessary Action

APPROVALS (Only when prepared for director's signature)	APPROVE	* DISAPPROVE (Note reason for disapproval and return to preparer.)	COMMENT
1.			
2.			
3.			
4.			



**National
Urban League**

*Empowering Communities.
Changing Lives.*

October 1, 2008

RECEIVED

OCT 08 2008

Ms. Alicia Jacobs
Deputy Director
Medicaid Eligibility
South Carolina Department of Health & Human Services
P.O. Box 8206
1801 Main Street
Columbia, SC 29202-8206

Department of Health & Human Services
OFFICE OF THE DIRECTOR

Dear Ms. Jacobs:

The National Urban League, in a partnership with AstraZeneca Pharmaceuticals, is surveying all Medicaid Directors in the 50 states and the District of Columbia to identify best practices regarding enrollment and outreach targeting diverse populations, in particular African Americans. The survey results will be included in a white paper released by the National Urban League and AstraZeneca in December, 2008.

As you know, the Medicaid population is diverse in its racial, ethnic and socio-economic make-up as well as its health needs. Based on the ideals of Cultural Competence and on the framework used by the Joint Commission in its report titled: *Hospitals, Language and Culture: A Snapshot of a Nation*, this survey is intended to evaluate the outreach and enrollment practices of state Medicaid programs via the responses to the survey by Medicaid Directors. Please complete and return the enclosed survey by **November 3, 2008**, via postal mail, fax, or email. If you would like to receive a Microsoft Word version of the survey by email or if you have any additional questions about the survey, please contact: **Eboni Morris, Health Policy Fellow, National Urban League - Policy Institute at (202) 629 - 5759 or email: emorris@nul.org.**

Established in 1910, The Urban League is the nation's oldest and largest community - based movement devoted to empowering African Americans to enter the economic and social mainstream. There are over 100 local affiliates of the National Urban League, located in 35 states and the District of Columbia providing direct services to more than 2 million people nationwide through programs, advocacy and research. Located in the Nation's Capital, the *Policy Institute* is the research, policy and advocacy arm of the National Urban League. The Institute builds on the League's history of excellence in research, its prominence as an advocate and its record as a leading and respected voice on issues of importance to the African-American community. The Urban League is committed to the elimination of health disparities in our nation's healthcare system in order to improve healthcare quality for all. One goal in our five point empowerment agenda includes the improvement of Health and Quality of Life. The other four goals include education and youth development, homeownership and economic empowerment, civil rights and civic engagement.

AstraZeneca is one of the world's leading investors in biopharmaceutical research and development. In 2007, the company invested \$5.2 billion on R&D and approved \$291 million of R&D capital investment. They are committed to delivering more new, medically important and commercially successful medicines and vaccines to the market every year.

AstraZeneca believes healthy communities mean healthy people. AstraZeneca partners with nonprofit organizations to achieve the shared goal of helping people to live longer, healthier lives.

We hope that you will complete the attach survey and contribute to this research to insure that the programs you are implementing in your state can be recognized at the national level. Once again, please fell free to contact **Eboni Morris, Health Policy Fellow, National Urban League- Policy Institute at (202) 629 - 5759 or email: emorris@nul.org** with any questions about the survey and be sure to visit the National Urban League's website at www.nul.org.

Sincerely,



Eboni D. Morris
Health Policy Fellow
National Urban League - Policy Institute

Enclosure: survey

Please fill out the survey below. Most questions just require a Yes or No answer. Attach additional forms or documents if necessary. Please return this survey by November 3, 2008, via postal mail, fax, or email. If you would like to receive a Microsoft Word version of the survey by email or if you have any additional questions about the survey, please contact: Eboni Morris, Health Policy Fellow, National Urban League - Policy Institute at (202) 629 - 5759 or email: emorris@nul.org.

Name:

State:

Title:

Agency:

Leadership

1. Are you aware of and committed to the principles of cultural competence, its impact on service delivery, and the needs of the diverse population you serve?
2. Do the goals of your agency reflect cultural competence and diversity? Please explain.
3. How much funding is available for marketing and outreach to diverse communities?
4. Does the agency have plans for future marketing and outreach strategies? Please explain.
5. Are staff training and other development opportunities provided regarding diversity and cultural competence?

2. Do you use this data to determine individual service?
3. Does the agency collect data on the race, culture and ethnicity of communities in your state?
4. Do you use this data to improve and direct services and planning for outreach activities?
5. Do outreach workers reflect the community they are assigned to?
6. Do outreach and marketing initiatives reflect the community targeted? If so, please explain and if possible attach marketing materials.
7. Does the agency have special services marketed toward African Americans? If so, please explain and attach materials and/or publications detailing these services.
8. Do outreach and planning activities include the involvement/input of the community and other key stakeholders?
9. Can applicants enroll in other community locations in addition to their local Medicaid office? If so, name the additional locations.
10. Are there National Urban League affiliates in your state? (If your answer is *NO* go to question 13)

*(emailed to Ebony Morris)
11/3 Log # 0196*

Please fill out the survey below. Most questions just require a Yes or No answer. Attach additional forms or documents if necessary. Please return this survey by **November 3, 2008**, via postal mail, fax, or email. If you would like to receive a Microsoft Word version of the survey by email or if you have any additional questions about the survey, please contact: **Eboni Morris, Health Policy Fellow, National Urban League - Policy Institute at (202) 629 - 5759 or email: emorris@nul.org.**

Name: Jeff Stensland

State: South Carolina

Title: Public Information Officer

Agency: Department of Health and Human Services

Leadership

- 1. Are you aware of and committed to the principles of cultural competence, its impact on service delivery, and the needs of the diverse population you serve?**

The South Carolina Department of Health and Human Services (SCDHHS) is committed to providing the best possible services to all populations within our state. That includes ensuring our workers are sensitive to the needs of people from different ethnic and cultural backgrounds.

- 2. Do the goals of your agency reflect cultural competence and diversity? Please explain.**

The main goal of the SCDHHS is to provide comprehensive health care coverage to the state's most needy residents. We do this regardless of race, ethnicity and cultural background. The agency's mission statement reinforces this concept, as well as our commitment to be responsive to the needs of the various populations we serve.

- 3. How much funding is available for marketing and outreach to diverse communities?**

The agency does not maintain a budget specifically for marketing outreach, but uses agency funds on an as needed basis for these purposes.

- 4. Does the agency have plans for future marketing and outreach strategies? Please explain.**

Yes, we are planning to increase outreach for a new program that provides insurance to children whose families' income is too high to qualify for regular Medicaid. These efforts will be coordinated with school throughout the state and a statewide pre-K initiative. We also plan to continue a series of community events designed to increase awareness in underserved populations about the Medicaid program.

5. Are staff training and other development opportunities provided regarding diversity and cultural competence?

One of the main components of our staff training is a comprehensive program that focuses on treating all people with respect and dignity and becoming more attuned to different cultural experiences. This training is provided to all new employees and existing staff on a periodic basis.

6. Is staff evaluated on the ability to provide culturally competent service to clients, applicants, and potential applicants?

Staff reviews would contain reported instances where an employee did not adhere to the agency's training concerning respect of Medicaid beneficiaries and co-workers.

Quality

1. Does the agency collect data on race, culture, and ethnicity of the individual applicant? Enrollee?

SCDHHS collects data on race and preferred language of enrollees.

2. What percentage of the Medicaid population in your state is African American?

About 50% of South Carolina's Medicaid population is African-American.

3. Do you use this data to improve and direct services?

SCDHHS is sensitive to the state's growing Hispanic population and has made efforts to provide information about Medicaid to this group.

4. Does the agency have an initiative(s) aimed at improving the enrollment process and outreach activities directed at African Americans? Please explain.

SCDHHS routinely evaluates its outreach and enrollment efforts for all residents.

5. Does the agency have a mechanism to identify the cultural needs of a client and or family?

No. Aside from general outreach activities, our primary interaction with most Medicaid enrollees is typically limited to the application and renewal process; however this function may be performed by a sister state agency such as the Department of Social Services.

6. Does the agency have the ability to provide a continuance of cultural competent service?

All existing staff periodically receives training on dealing with diverse populations.

7. Are materials available that accommodate and reflect diverse learning styles, cultural beliefs, practices of the client and family being serviced or enrolled?

SCDHHS works closely with the national Center for Health Literacy to ensure our publications are understandable to beneficiaries regardless of race, ethnicity or level of literacy level. We have also conducted focus groups comprised of diverse populations to ensure materials are appropriate and can be understood.

COMMUNITY ENGAGEMENT

1. Do you conduct assessments of client needs regarding culture and literacy?
No, see answer 5 above. In terms of literacy level, we strive to develop materials for those with weak literacy skills.

2. Do you use this data to determine individual service?
N/A

3. Does the agency collect data on the race, culture and ethnicity of communities in your state?
We collect statistics on race for the Medicaid population. More inclusive data is available through a sister state agency.

4. Do you use this data to improve and direct services and planning for outreach activities?

Yes. For example, we have targeted new media outlets that serve a large number of Spanish speaking residents in order to communicate important Medicaid information.

5. Do outreach workers reflect the community they are assigned to?
Yes. SCDHHS is committed to a diverse workforce and about 45% of all agency employees are African-American. In fact, many of our eligibilty workers hail from the very communities in which they serve.

6. Do outreach and marketing initiatives reflect the community targeted? If so, please explain and if possible attach marketing materials.
Aside for those who don't speak English, we typically do not create separate marketing materials for one race or ethnicity. Instead, we work to ensure materials appeal to all potential Medicaid recipients.

7. Does the agency have special services marketed toward African Americans? If so, please explain and attach materials and/or publications detailing these services.
No, see above.

8. Do outreach and planning activities include the involvement/input of the community and other key stakeholders?
Key outreach materials have been developed through input from focus groups, appropriate agency staff and community organizations.

9. Can applicants enroll in other community locations in addition to their local Medicaid office? If so, name the additional locations.
Potential Medicaid beneficiaries can apply online and pick-up applications at numerous other sites throughout the state. We also participate in many community events and make Medicaid applications available. SCDHHS eligibility workers still must verify eligibility to enroll in Medicaid.

10. Are there National Urban League affiliates in your state? (If your answer is NO go to question 13)
Yes, there are several regional offices of the Urban League in South Carolina.

11. Do you currently work with National Urban League affiliates on outreach and enrollment among African Americans in your state? If so, please explain and attach supporting documentation. (If your answer is NO go to question 12)

Not directly, but the president and CEO of the Columbia Urban League is a member of the agency's Medical Care Advisory Committee, which counsels the agency on important policy decisions.

12. Have you worked with National Urban League affiliates in the past on outreach and enrollment? If so, please explain and attach supporting documentation.

N/A

13. If there are no National Urban League affiliates in your state, do you work with similar community based organizations on outreach and enrollment among African Americans? If so, please explain and attach supporting documentation.

N/A

From: Lena Girgis
To: emorris@nul.org
CC: Jeff Stensland
Date: 11/3/2008 12:43 PM
Subject: Medicaid Survey
Attachments: Urban League Survey.doc

I've attached the Medicaid Survey. Please feel free to call if you have any questions or concerns. Thank you.

Lena A. Girgis
Medicaid Eligibility & Beneficiary Services
SCDHHS
1801 Main Street
Columbia, SC 29201
(803) 898-2502
(803) 255-8235 FAX