

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

**ACTION REFERRAL**

TO <i>Steadland</i>	DATE <i>11/10/08</i>
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DIRECTOR'S USE ONLY		ACTION REQUESTED	
1. LOG NUMBER  <i>300259</i>	<input checked="" type="checkbox"/> Prepare reply for the Director's signature DATE DUE <i>11-20-08</i>  <input type="checkbox"/> Prepare reply for appropriate signature DATE DUE _____  <input type="checkbox"/> FOIA DATE DUE _____  <input type="checkbox"/> Necessary Action		
2. DATE SIGNED BY DIRECTOR  <i>cc: Ms. Forkner, Gold Finch</i> <i>Cleared 11/10/08, letter attached.</i>			

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

DEPARTMENT OF HEALTH AND HUMAN SERVICES  
OFFICE OF DIRECTOR

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*Don - Pls  
make for E's  
signature - JMC*

APPROVALS (Only when prepared for director's signature)	APPROVE	* D (No dis)
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## South Carolina House Democratic Caucus

Harry L. Ott  
*Minority Leader*

November 6, 2008

Joseph "Joe" Neal  
*Asst. Minority Leader*

Ms. Emma Forkner, Director

Cathy B. Harvin

Department of Health & Human Services

*Deputy Leader*

Post Office Box 8206

Columbia, SC 29202

RECEIVED

NOV 10 2008

Department of Health & Human Services  
OFFICE OF THE DIRECTOR

Patsy G. Knight  
*Treasurer*

Dear Director Forkner:

Christopher R. Hart  
*Secretary*

Walt J. McLeod  
*Parliamentarian*

On behalf of the members of the South Carolina House Democratic Caucus, I would like to thank you for taking time out of your busy schedule to come and meet with us about the State Children's Health Insurance Program on Tuesday, October 21. The meeting was very informative, and we appreciate your hard work and dedication to the children of our great state.

Carl L. Anderson  
*Chaplain*

Based on the information that was received during our meeting, we would like to follow-up with several suggestions and recommendations that were discussed. Several members suggested that the Department of Health and Human Services consider distributing targeted direct mail pieces to households that have children who qualify for free and reduced lunch and to households based on annual revenue. Also, DHHS could work in conjunction with First Steps to identify qualifying children for the program.

Kelly S. Adams  
*Director*

In addition to the steps that DHHS can take to increase enrollment, we would also like to request information that would allow us to assist you in our own individual communities. In order to do this, we request a break-down of enrollment numbers by individual House Districts. We would also like to know the different managed care networks that exist within these districts. This information would allow us to make further recommendations based on the needs of individual districts, especially in those communities where this program can be most beneficial. We would also like a list of the non-profit partners that DHHS is currently working with to inform communities about the program, and a copy of the outreach materials that are being distributed.

As you know, we are deeply concerned about the lack of participation and enrollment to SCHIP, and it is our hope that together we can increase the participation and community involvement.

Again, I thank you for your time and willingness to meet with us. I look forward to receiving the requested information and partnering with the Department of Health and Human Service in making a difference in the lives of children across this state. Please, if I can be of assistance to you, feel free to contact me at anytime.

Sincerely,

Harry L. Ott, Jr.



State of South Carolina  
Department of Health and Human Services

Mark Sanford  
Governor

November 18, 2008

Emma Forkner  
Director

The Honorable Harry L. Ott  
Minority Leader  
SC House Democratic Caucus  
Post Office Box 12049  
Columbia, South Carolina 29211

Dear Representative Ott:

Thank you for your letter about the *Healthy Connections Kids* program. I enjoyed meeting with you and the other members of the Democratic Caucus last month. The Caucus' suggestions were very constructive, and we have already begun working with several of the groups mentioned as potential partners.

- First Steps has agreed to work with us to promote *Healthy Connections Kids*. We have sent each county First Steps office a supply of posters, brochures and order forms for additional materials. Offices were asked to distribute the materials to families who may benefit from *Healthy Connections Kids*, as well as provide materials to any organizations or child care centers that they work with. I have attached a copy of the letter we sent to the program directors.
- We are in discussions with the Department of Education to ensure we reach as many potentially eligible children through the schools as possible. We have had several good conversations with DOE staff regarding outreach to children in the free and reduced lunch program and working with school nurses. We hope to finalize an outreach strategy within a week.
- Our staff has arranged a meeting with the Department of Health and Environmental Control to discuss other potential outreach opportunities.
- The state Office of Research and Statistics has developed a *Healthy Connections Kids* enrollment map divided by individual House, Senate and Congressional districts (see attached). We are still developing similar maps that show which managed care plans offer the program by district. Please note that I have attached an updated summary of our efforts, which includes new enrollment figures.

In addition, we will continue to work with providers, non-profits like the Applesseed Legal Justice Center and various church organizations. I have also enclosed order forms for Caucus members interested in receiving more *Healthy Connections Kids* materials for their offices. Thank you for helping us promote this valuable program and I look forward to sharing additional information about our outreach efforts as they develop.

Sincerely,

Emma Forkner  
Director

EF:jp  
Enclosures

Log 259  
to close

## SCHIP Stand Alone Program Update

### November 17, 2008

The SCHIP stand alone program is called *SC Healthy Connections Kids* (HCK) and is available for uninsured children under the age of 19 whose families' incomes are below 200 percent of the Federal Poverty Level (FPL) (Ex. \$35,200 for a family of three in 2008). The benefit package is equivalent to the State Health Plan and includes dental and vision coverage. The annual average benefit cost for SFY 2009 is \$1629/member.

Once approved, the child is enrolled into a managed care organization where they will receive 12 months of coverage. There is an average of 1,260 children being enrolled per month. Cumulative enrollment statistics since April 2008 are the following:

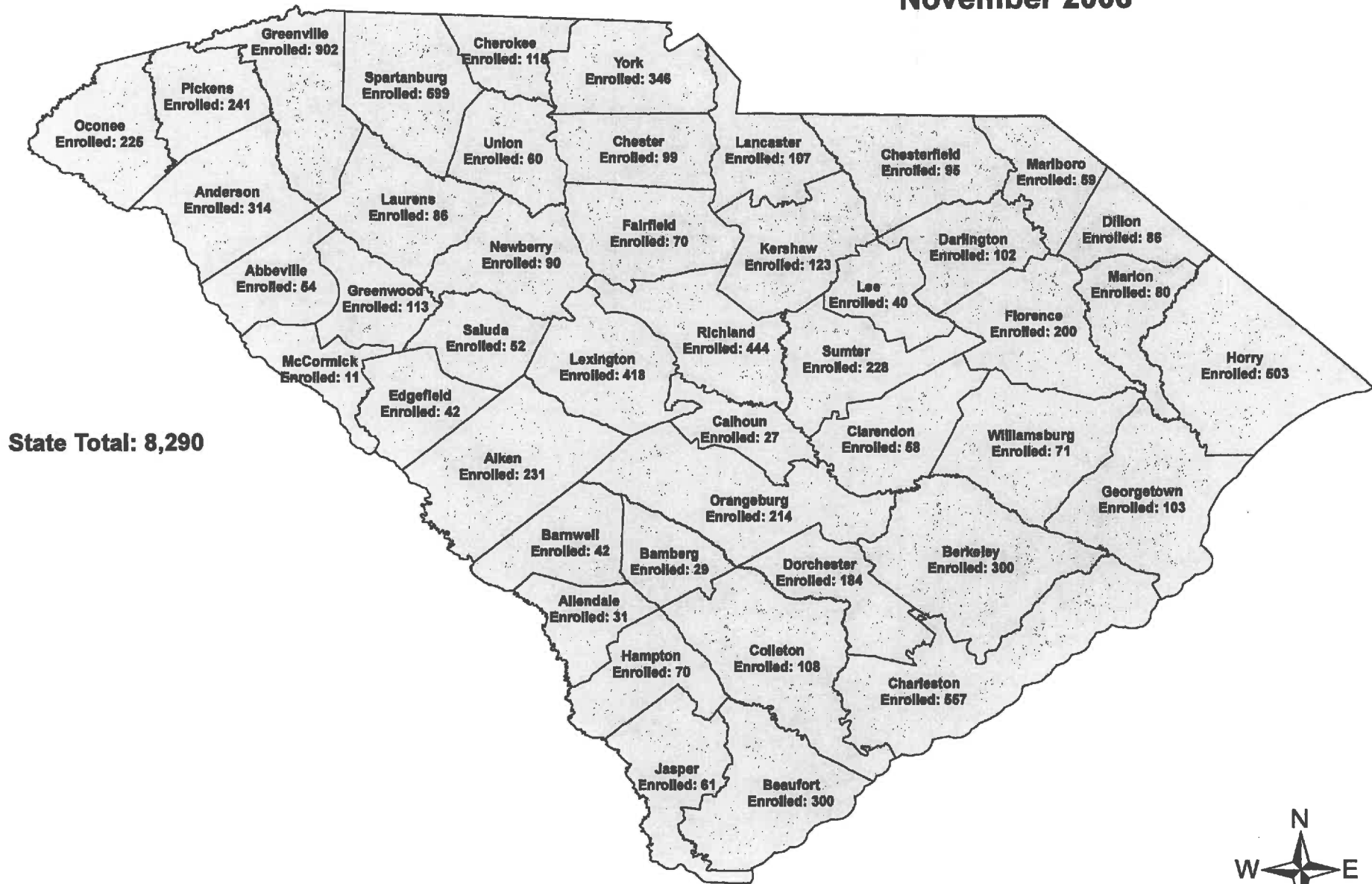
May	529	September	5,727
June	2,032	October	6,849
July	3,260	November	8,290
August	4,315		

SCDHHS began outreach efforts for the Healthy Connections Kids program in April 2008, shortly after the program's design was approved by the Centers for Medicare and Medicaid Services (CMS). Outreach efforts have focused on reaching potential beneficiaries through direct advertisements placed in physicians' offices, Medicaid eligibility offices and schools. In addition, the Healthy Connections Kids program has been featured at dozens of community events throughout the state. The agency has so far expended approximately \$150,000 on outreach efforts, not including the Maximus contract. Some of the outreach efforts are itemized below:

- Letters were sent to 1,855 households who were denied Medicaid coverage because of income. Approx. \$1,000
- Printing of SCHIP applications. \$15,087
- Brochures and posters were sent to 5,996 providers that service children. \$28,722 (cost includes 200 hours of labor to assemble packages)
  - Family Practice, OB's, Hospitals, Clinics
- Medicaid Bulletins and letters were mailed to Medicaid providers around the state. \$1538
- Developed Spanish version of Healthy Connections Kids Brochure. \$927
- An initial supply of brochures and applications were sent to 1,576 schools (which includes all SC public and private schools). These materials were to be distributed among students and schools can order additional materials at any time. Approx. \$7,000
- Participated in outreach First Steps event on State House grounds. \$557.95
- 509 eligibility workers and 117 Healthy Connections Kids supervisors received 8 hours of training each. The cost for travel expenses for those located away from training areas: \$6704.19
- Provided marketing materials and materials order form to the First Steps offices in all 46 counties.
  - Maximus Contract
    - Maximus enrollment counselors designed materials and conducted outreach at 530 events reaching 78,325 people (April 2008-September 2008)
    - Maximus enrollment counselors have sent out 604 Health Connections Kids information packets since April 2008
- There is a planned effort to partner with Applseed Legal Justice to print and send out 750,000 information flyers to South Carolina schools.
- SCDHHS continues to work with the Department of Education to explore ways to target children who would be eligible for Healthy Connections Kids within the schools.

\*\*\*Attached are a brochure and a SC Map/county/enrollment

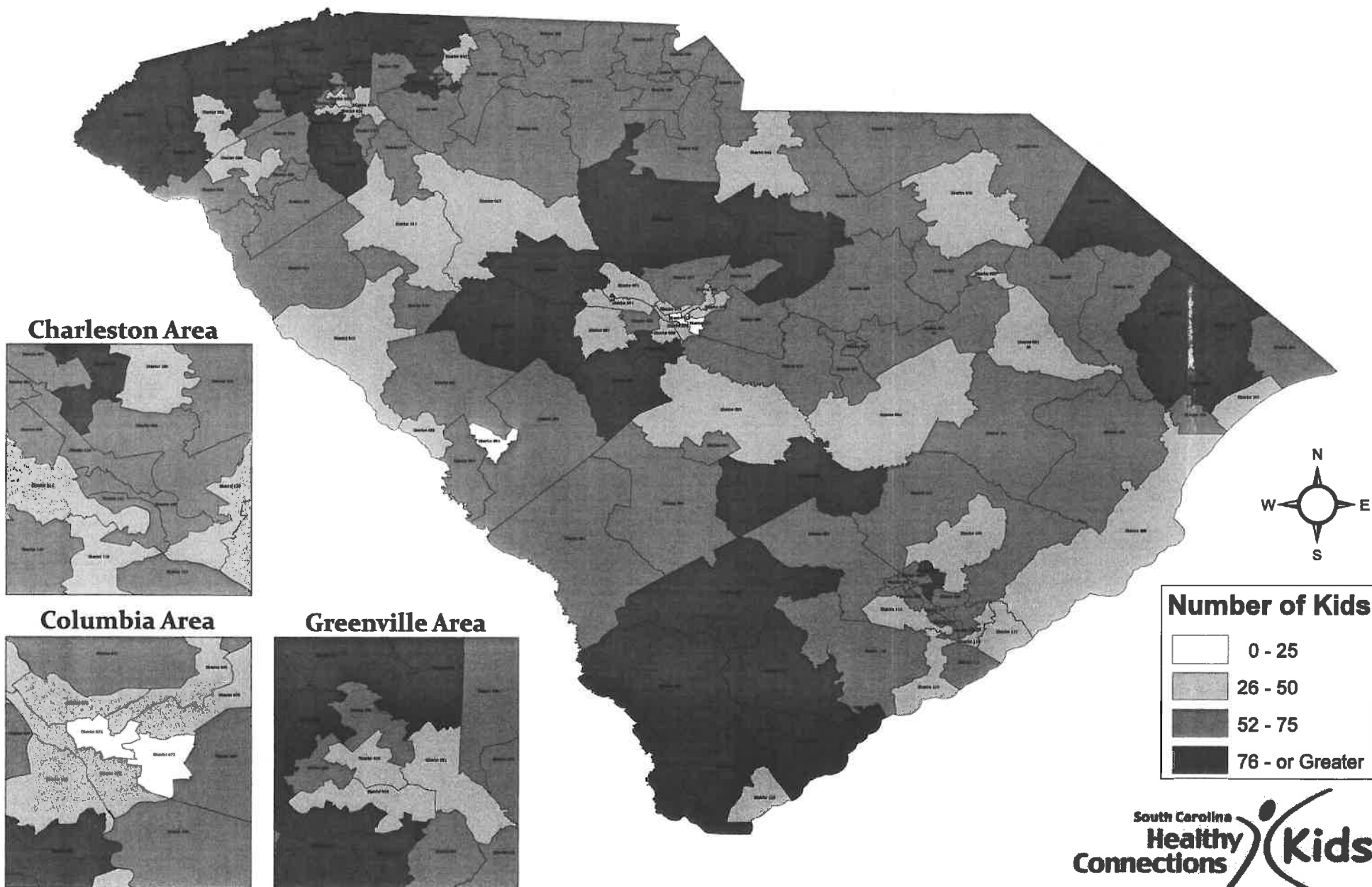
# Healthy Connections Kids Enrollment November 2008



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Miles

Prepared by Thomson Reuters, Nov 17, 2008

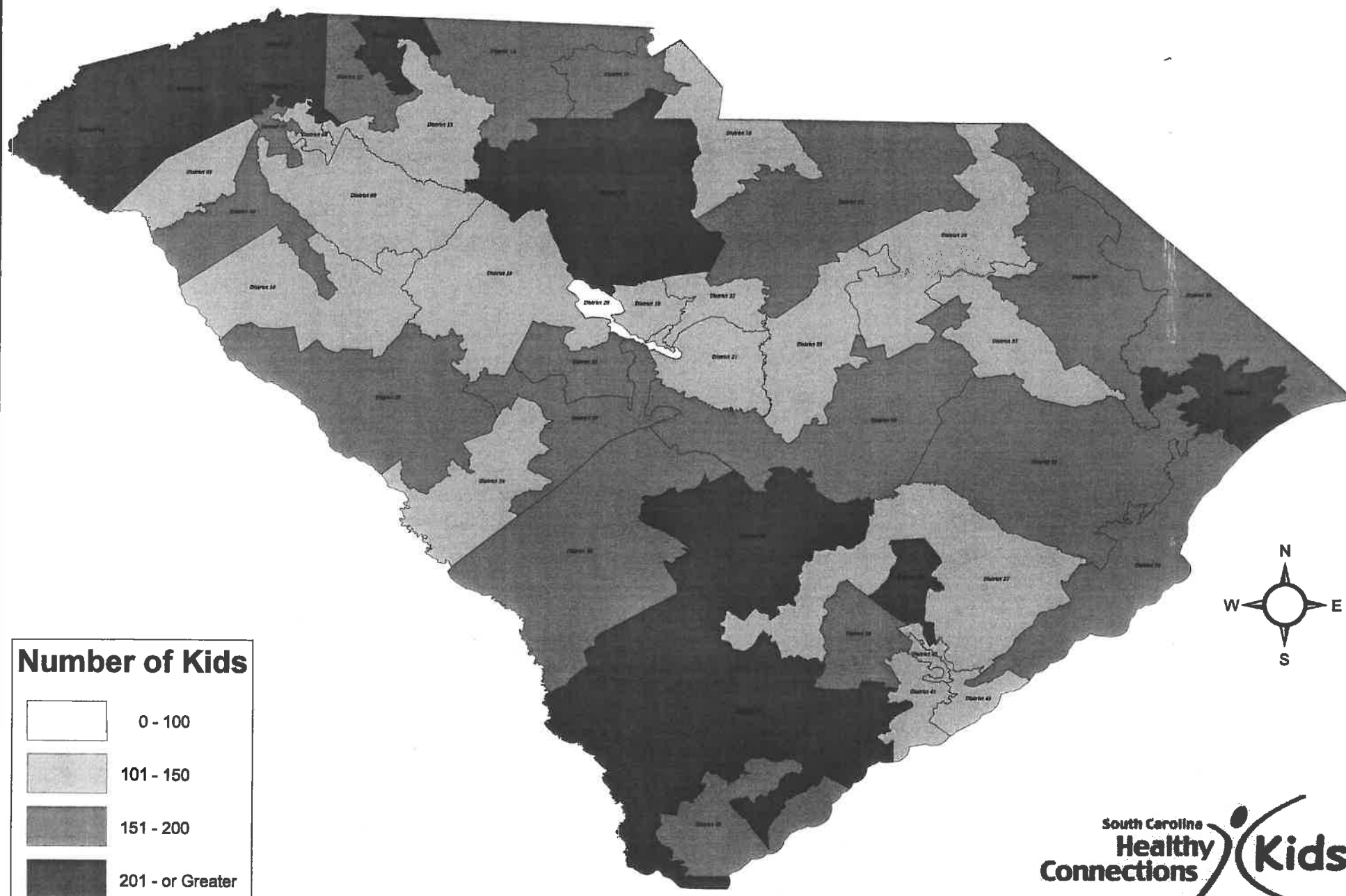
# Preliminary Healthy Connections Kids Enrollment by House District for the month of November 2008



Note: Approximately 4% of the data was unable to be geocoded



# Preliminary Healthy Connections Kids Enrollment by Senate District for the month of November 2008



Note: Approximately 4% of the data was unable to be generated