

Marketing Strategies at CHCA:

The development of our Community Engagement Program





History of Cooperative Home Care Associates

History of Independence Care System (ICS)

- Rick Surpin created ICS as a Managed Long-Term Care Plan in 2000 with the mission of helping people with disabilities and chronic conditions remain healthy and independent at home and in their communities.
- As the sister company of ICS, CHCA became its largest provider of home care services from 2000 – 2019.





History of ICS & CHCA Community Connect Program

Impactful Changes

Then

- *ICS was CHCA's largest provider of referrals*
- *CHCA had multiple contracts*
- *Health Plans provided monthly enrollees (Members) to CHCA*
- *Received member authorizations to start providing services from Health plans*

Now

- *ICS closed as an MLTCP on April 1, 2019*
- *CHCA has only two major contracts: VNS & Healthfirst*
- *Health Plans no longer provide monthly enrollees (members) to CHCA*
- *CHCA needs to go out in the community and market our services to identify potential enrollees to refer to Health plans*

Our Current Challenges

Lengthy enrollment process

- New applications for Medicaid
- Consumers unaware of eligibility status
- Consumers unaware of alternatives for income surplus

Other competitors

Massive marketing teams – vs one representative

Flip floppers & shoppers

Limited contracts – MLTCP & CDPAP



**After the closure of ICS,
CHCA redesigned the CCP
into its own Community
Engagement Program.**



CHCA's Community Ambassadors



Our Ambassadors represent CHCA and proactively looks for ways to increase our membership.

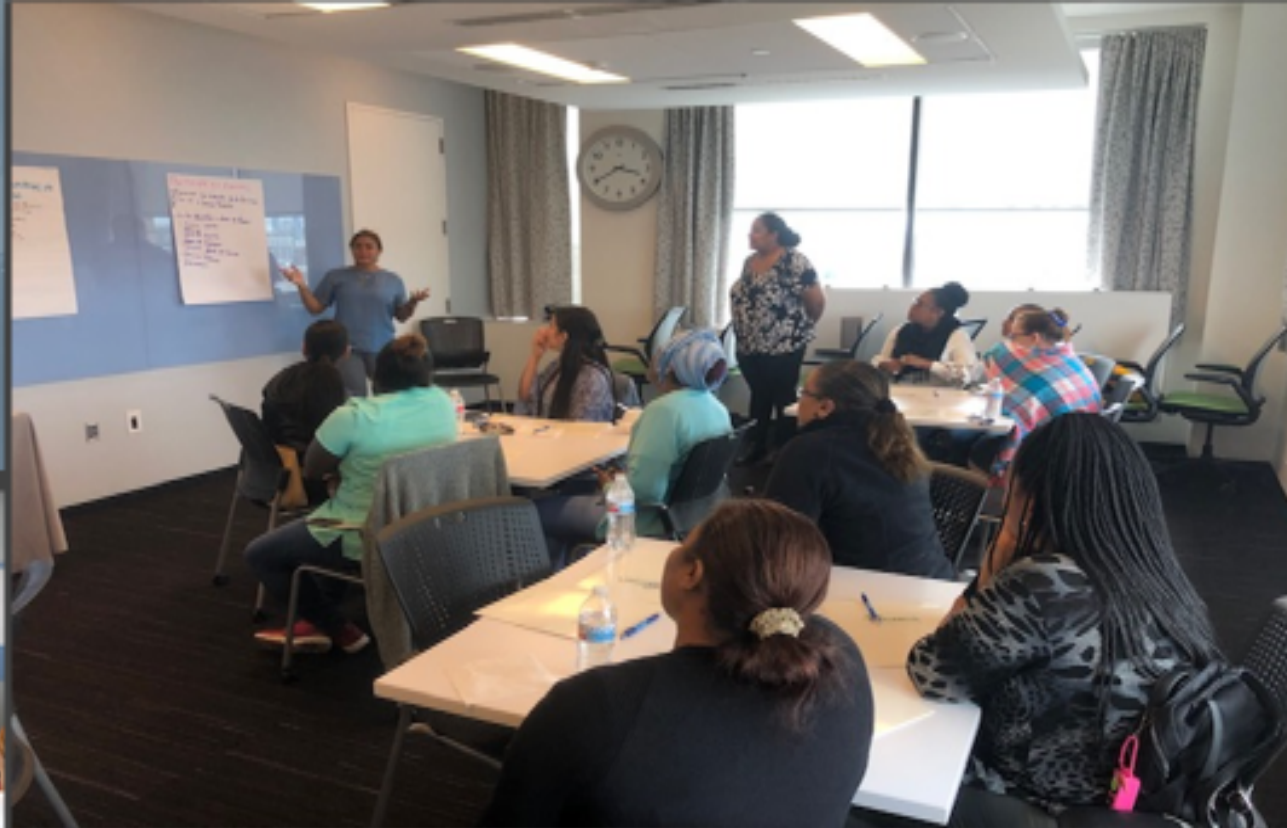


WHAT WE ASK FROM OUR COMMUNITY AMBASSADORS?

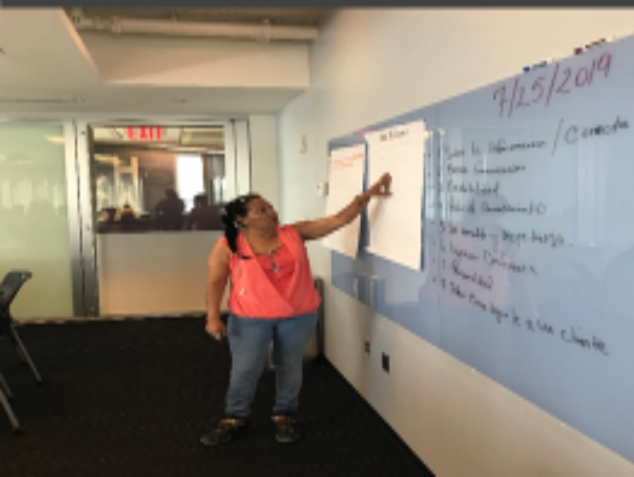
Get	Get Involved!
Attend	Attend 3-Hour Orientation Training <ul style="list-style-type: none">•Identifying potential clients and how to engage them
Spread	Spread the word to everyone
Educate	Educate their co-workers
Encourage	Encourage co-workers to get involved
Make	Make referrals
Inform	Inform us of events in their community
Participate	Participate in events
Become	Become a liaison in their community

1. *Exposition de la situation de la France*
2. *Exposition de la situation de la France*
3. *Exposition de la situation de la France*
4. *Exposition de la situation de la France*

④ brindándole los afectos
a amigos y familiares.



Community Ambassador Training



WHAT TYPES OF QUESTIONS DO AMBASSADORS ASK POTENTIAL CLIENTS?

- Have you received these services before?
 - Would you like someone to assist you in starting the process of getting the services?
 - Would you like someone to call you and answer any additional questions you may have?
- Do you have someone who helps you at home?
- Can you please provide your Medicaid information?
- What plan coverage do they have?
 - i.e. Straight Medicaid, Managed-Long-Term Care, Managed Care

Ambassador's Feedback at Training



Had no idea about the length of time the enrollment process took.



Were glad to be informed of changes going on in CHCA and industry.



Wanted to be helpful in any way and want CHCA to be successful in the years to come.



Did not know we were limited to contract with certain Health Plans.



Did not know people did not qualify for Medicaid because of income surplus.

Learned there are other eligibility options even with a surplus.



Most of them knew of the competition out in the community.

Community Ambassadors' Outreach

CHCA uses its Ambassadors to expand our outreach strategies and engage the community by doing the following:

- Attending events in our community
- Tabling in the street
- Visiting:
 - Senior Centers
 - Community Centers
 - Food Bank/Pantry Centers
- Collaborating with Local and State Senate Representatives



Community Events





Senior Centers





Impact of using our
workers as Ambassadors



Thank
You!!