

IJC on Health, Welfare, and Family Services

October 28, 2020

Cabinet for Health and Family Services
Eric Friedlander, Secretary
Carrie Banahan, Deputy Secretary



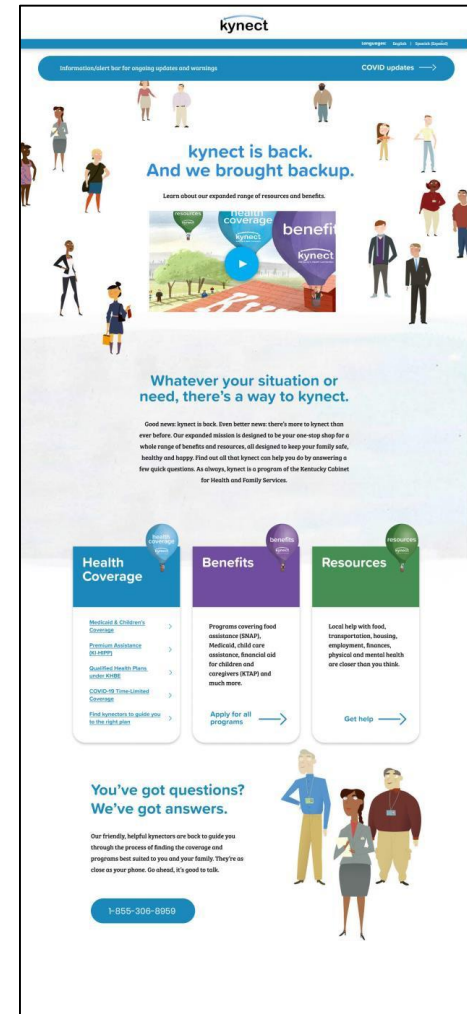


kynect

health coverage
resources
benefits



- kynect Self Service Portal (SSP) portal was launched on October 5, 2020
- Provides a common platform to access kynect benefits, kynect resources, and kynect health coverage
- Redesigned look and feel for increased access and a new mobile design
- State Based Exchange was not included in the design of the new kynect SSP



Through kynect benefits, residents can check their eligibility and apply for the following Commonwealth's benefit programs:

- ✓ **Food Assistance** – Supplemental Nutrition Assistance Program (SNAP)
- ✓ **Financial Assistance** – Kentucky Transitional Assistance Program (KTAP)
- ✓ **Health Assistance** – Medicaid/Kentucky Children's Health Insurance Program (KCHIP) and COVID-19 time-limited coverage
- ✓ **Premium Assistance** – Kentucky Integrated Health Insurance Premium Payment (KI-HIPP) Program
- ✓ **Child Care Assistance** – Child Care Assistance Program (CCAP)



Through kynect health coverage, residents can check their eligibility, apply for the following Commonwealth's benefit programs, and find a kynector:

- ✓ **Health Assistance** – Medicaid/Kentucky Children's Health Insurance Program (KCHIP) and COVID-19 time-limited coverage
- ✓ **Premium Assistance** – Kentucky Integrated Health Insurance Premium Payment (KI-HIPP) Program
- ✓ **Qualified Health Plan (QHP) Assistance** – Through the Kentucky Health Benefit Exchange (KHBE), QHPs may qualify for advance premium tax credits (APTC) and cost sharing reductions (CSR)
- ✓ **kynector Assistance** – to guide you to the right coverage



Application Statistics - Daily Averages

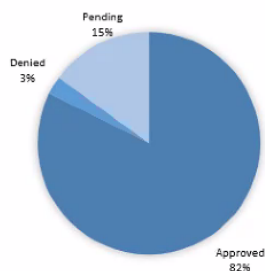
Intakes
5,792

RAC
2,837

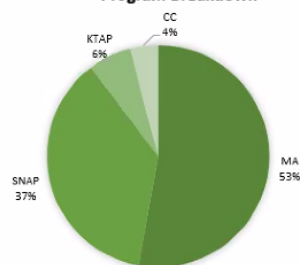
Renewals
942

Doc. Uploads
47,627

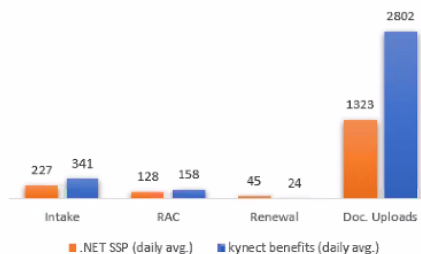
Eligibility Status



Program Breakdown



.NET SSP v kynect benefits
Daily Average (2020)



Impactful Results



100% increase in Intakes from kynect benefits in comparison to the benefind daily average in 2020



23% increase in RACs from kynect benefits in comparison to the benefind daily average in 2020



112% increase Document Uploads from kynect benefits in comparison to the benefind daily average in 2020

Note –

The daily average for .Net SSP is based on usage between Jan – Oct 2020.

At this time, only Medicaid Renewals are done in kynect benefits.

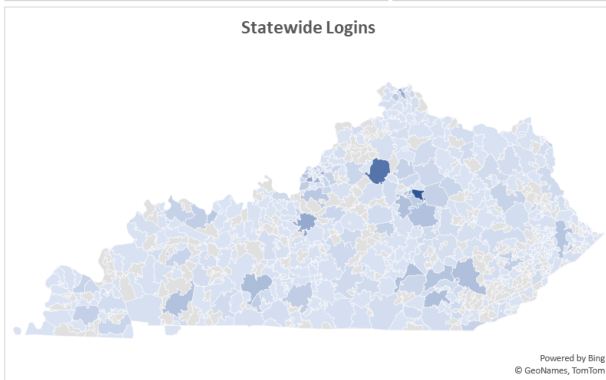
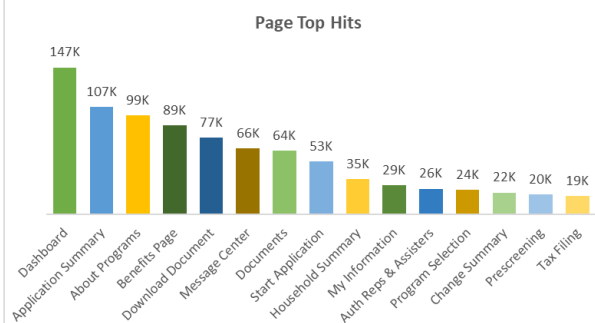
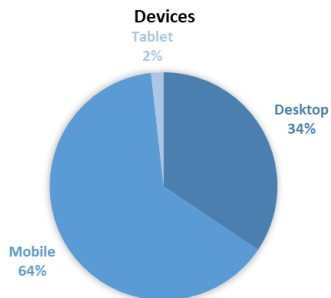
Kynect benefits Usage Statistics - Since kynect go-live

Total Visitors
157,343

Total Logins
129,144

Avg. Page
Views/Visit
7

Page Views
1,699,509



Impactful Results



100,000 users visited kynect benefits in the first 2 weeks post go-live

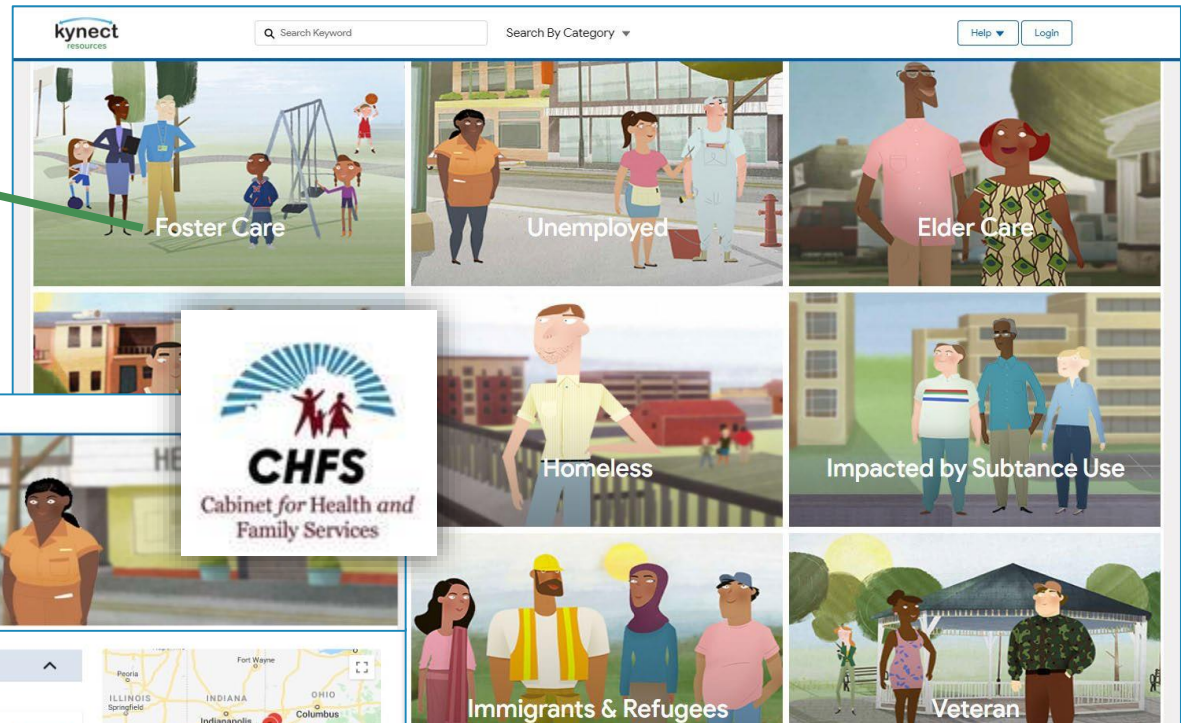


Over 129,000 logins into kynect benefits



66% of users came in through mobile

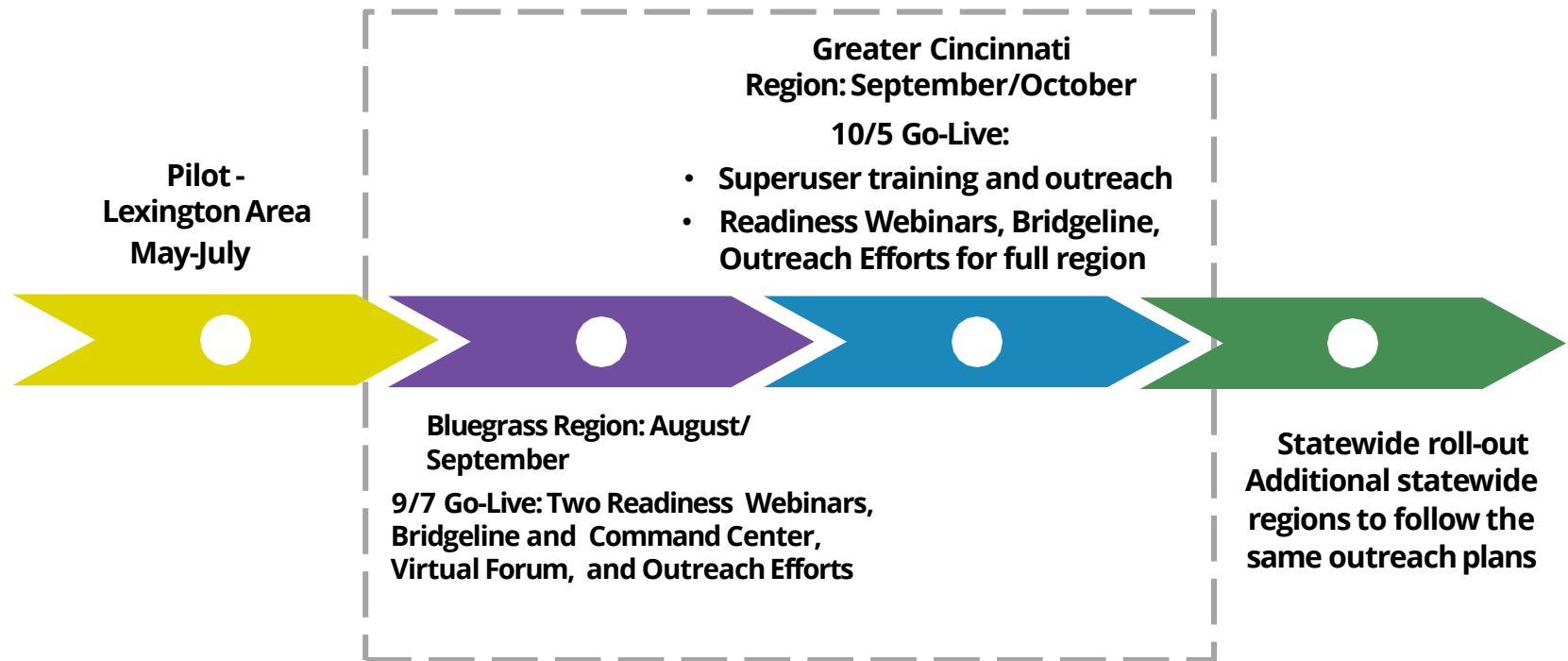
Browse programs or services in your community based on your situation



Connect with resources to let the community partner in the area know you are interested in their services

The screenshot shows the 'kynect resources' website interface. At the top, there is a search bar with 'Search Keyword' and a dropdown for 'Search By Category'. Below the search bar, a large illustration shows three people in a community setting, with the text 'Resource package for Unemployed' overlaid. On the left side, there is a sidebar with filters. The 'Role' section has 'Employers' and 'Unemployed' (selected). The 'Filter by Resource Categories' section includes checkboxes for All, Housing, Food, Employment (checked), Transportation, Health, Financial, Education (checked), Mental & Addiction, Legal, and Consumer. The 'Hours' section has checkboxes for Open Today and Open Weekends. The main content area is titled 'Showing 39 Resources' and 'Employment'. It lists resources for 'Get help finding a job / placement services' and 'Get job skills training'. Each resource entry includes the name of the organization, a distance (e.g., 6 Miles, 7.5 Miles, 9.3 Miles, 92.8 Miles), and a 'Connect' button. A map of Kentucky is visible on the right side of the page, showing various locations marked with red pins.

Timeline of Activities



Community Partners	DCBS Staff and kynectors	Residents
<ul style="list-style-type: none"> • Webinars • Just-in-Time Training • Virtual Forums • Email & Phone Outreach • Command Center & Bridgeline 	<ul style="list-style-type: none"> • Webinars • Email Outreach • Command Center & Bridgeline • Just-in-Time Webinars Posted to TRIS/LMS 	<ul style="list-style-type: none"> • Targeted outreach to be conducted once community partners and state agencies are using the tool consistently • Training including micro videos and WalkMe solutions within the site • Social media campaign

kynectors

- Help Kentuckians **find health coverage and create referrals** for resources
- Help residents **address any needs and complete assessments**

Kentucky Careers Centers

- Help Kentuckians with **unemployment services**
- **Find and create referrals** to address those in need

Residents

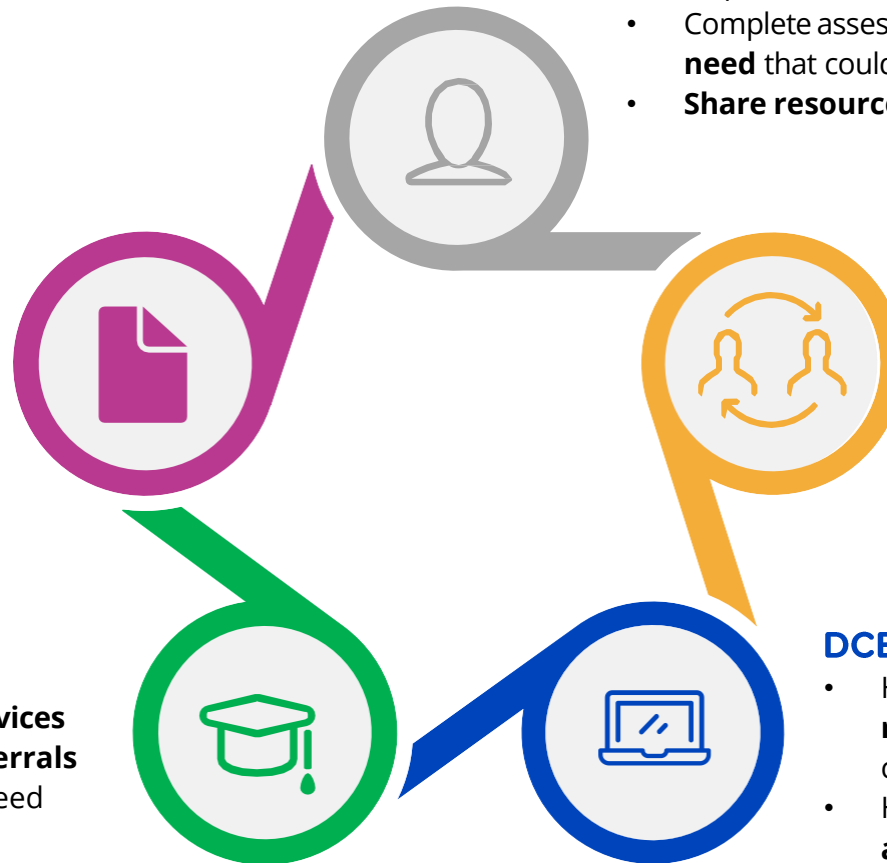
- **Browse resources** available in the area and connect with them by creating a referral
- See **suggested resources** that could be helpful to the individual
- Complete assessments **to identify areas of need** that could be addressed
- **Share resources** with other Kentuckians

Community Partners

- Support residents by **managing referral activity** in a timely manner
- **Track metrics** related to how your organization is utilizing kynect resources
- Help Kentuckians by **creating referrals** to organizations

DCBS Staff

- Help Kentuckians by **creating referrals** to organizations that could help them
- Help residents **complete assessments**



Sharon Goyette

Client ID: CID21180980 | Gender: Male | DOB: 12/09/1976 | SSN: ***-**-1242

[Send Email](#) [Add Note](#) [Create Referral](#) [Start Assessment](#)

Contact
 Address: 1900 Newtown Pike
 Email: abhupathiraj@deloitte.com
 Estimated Earned Income (Monthly): \$40.00
 Household FPL: 10.00%
 Individual Employment Type: Unemployed

Household

Client	Age	Relationship	Estim. Income
John App...	22	Brother	\$540.00
John App...	50	Father	\$570.00
John App...	28	Brother	\$543.00
John App...	30	Brother	\$522.00

Enrolled Programs

Program	Start	Renewed
SNAP	12/22/2020	12/22/2020
Medicaid	12/22/2020	12/22/2020
TANF	11/22/2020	12/22/2020
CHP	10/22/2020	12/22/2020

Risk Factors

- Stable
- Vulnerable
- In-Crisis
- N/A
- Access to Services
- Career Readiness/Training
- Childcare
- Clothing
- Education
- Employment Stability
- English Language Skills
- Food
- Functional Ability
- Housing

Notes

Date	Name	Taken By
11/11/2019	CHS	Samuel ML...
11/11/2019	CHS	Samuel ML...

View and track referrals

Create a referral

View household information

Look at risk factors based on assessment results

Write and view notes

View enrollment and eligibility data from IEEs

- ✓ Create referrals
- ✓ View and track referrals
- ✓ View household information

- ✓ Write and view notes
- ✓ View enrollment and eligibility data from IEEs

- ✓ Look at risk factors
- ✓ Take an assessment
- ✓ View a resident's "My Plan"

kynectors

Community Health Workers

Peer Support Specialists

What is a kynector?

- **Known as application assisters, certified application counselors (CAC), or navigators**
- **Assist Kentuckians with finding and applying for health care coverage**
- **Located in all 120 counties and are trusted members of the community**



EDUCATE

Teaching Kentucky communities about different health coverage options and the enrollment process.

Education is accomplished through outreach events. These events are hosted at common areas such as libraries, health departments, and community venues with flyers and information on available programs.

- Medicaid, including KCHIP and KI-HIPP
- Qualified health plans (QHP)
- Advanced premium tax credit



ASSIST

Enrolling individuals in health coverage with the aid of SSP/kynect benefits portal and HealthCare.gov. Track application notifications to ensure timely submissions.

This is a very important component to being an kynector. They assist individuals on follow-up with applications with the following:

- Assisting in uploading required verifications or appeals
- Follow-up with appropriate state entities regarding other benefits depending on eligibility & notices
- Directing the individuals to helpful resources based on need (food, shelter, etc.)



CONNECT

Connecting individuals to community resources and hosting outreach and enrollment events.

kynectors connect individuals with local resources. This can be verbal referrals to locations for assistance such as housing agency or Goodwill or by utilizing kynect resources. Since the majority of kynectors are employed by social or community partner agencies, kynectors are well informed community resources.

Contracted and Non-Contracted kynectors

Contracted kynectors

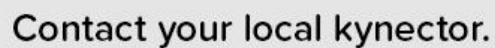
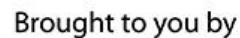
- CHFS contracts with three organizations and provides funding to:
 - Community Action Kentucky (CAK)
 - Kentucky Primary Care Association (KPCA)
 - Kentuckiana Regional Planning and Development Agency (KIPDA)
- These organizations employ 93 kynectors

Non-Contracted kynectors

- Non-contracted kynectors are certified application counselors (CACs), who are staff or volunteers of designated organizations that sign an agreement with CHFS and include hospitals, FQHCs, health care providers and agencies providing social services
- There are 331 non-contracted kynectors
- Non-contracted kynectors receive no funding from CHFS

Contracted and Non-Contracted kynectors

- Training is received for both contract and non-contracted kynectors through the Cabinet's MyPurpose Learning Management System



Kentucky Health Benefit Exchange

1-855-459-6328

KHBE.ky.gov



Community Action Kentucky

KIPDA
Kentuckiana Regional Planning
and Development Agency

Kentuckiana Regional Planning
and Development Agency (KIPDA)

Kentucky Primary Care
Association (KPCA)

502-227-4379

What is a Community Health Worker?

- Community health worker (CHW) is a frontline public health worker who is a **trusted** member of and/or has an unusually close understanding of the community served.
- This trusting relationship enables the CHW to serve as a **liaison/link/intermediary** between health/social services and the community to facilitate access to services and improve the quality and cultural competence of service delivery.
- Community health workers are employed by community health centers, health departments, hospitals, integrated health systems, and social service agencies.
- DPH estimates that there are currently 90-100 CHWs in Kentucky.
- CHWs build individual and community capacity by increasing health knowledge, health literacy, and self-sufficiency through a range of activities such as:

Community education
Social support
Informal counseling

Outreach
Health coaching
Advocacy

Certified Community Health Worker (CCHW)

Voluntary credential that recognizes a CHW's demonstration of the CHW Core Competencies.

CCHW Facts, Figures, & Resources

- Launched on October 1, 2019
- 59 CCHWs as of October 10, 2010
- [CCHW Site](#) and [Manual](#)

Kentucky Community Health Worker Core Competencies

01

Communication

02

Use of Public Health Concepts
and Approaches

03

Organizational and
Community Outreach

04

Advocacy and Community
Capacity Building

05

Care Coordination and System
Navigation

06

Health Coaching

07

Documentation, Reporting, and
Outcome Management

08

Legal, Ethical, and Professional
Conduct

CHW Certification Pathways

A “formal” CHW Training Program

The training must provide at least 40 hours of didactic classroom experience based on the approved CHW core competencies

Complete a 40-hour mentorship with the supervisor verifying that the CHW achieved all core competencies

OR

Work Experience

2,500 hours working as a CHW or in a similar role within the past three years (patient navigator, community outreach worker, promotoras)

NOTE: Recertification – Ten (10) continuing education units are required annually.

What are the differences?

kynectors

Focus is to enroll individuals in health care coverage

Conduct outreach and education for enrollment in health care coverage

Enroll individuals in health care coverage

Assist individuals with the application process by tracking status, interpreting notices and defining next steps

Community Health Care Workers

Focus is to provide education and support to improve the health of individuals and their communities

Lead health education classes

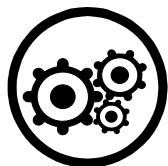
Help with scheduling and accompany individuals to appointments

Assist people managing chronic conditions

Encourage people to utilize preventive services

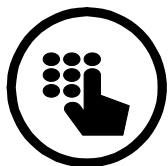
Monitor compliance with care plans

Current CHW Reimbursement



No Mechanism

In Kentucky there is no mechanism for reimbursement from any payer including Medicare, Medicaid, or commercial insurance.



Codes

Some states have approved particular codes for CHW reimbursement through Medicaid via a waiver or SPA (state plan amendment).



Funding

How are CHW programs in Kentucky funded?

- Some are grant funded
- Some are integrated into their operating budget (FQHC, insurers)
- Kentucky has a successful program with Kentucky Homeplace since 1994 through a contract with the Kentucky DPH



MCOs

Kentucky MCOs currently employ eighteen CHWs:

Anthem - 4

Humana - 4

Molina - 7

WellCare - 3

What is a Peer Support Specialist?

Peer support specialists have lived experience with mental illness and/or substance use. They work in community mental health centers, psychiatric hospitals, and substance use treatment programs.

The peer support specialist advocates for people in recovery, shares resources, builds relationships, leads groups, and helps others set goals for recovery.

There are 1,552 certified peer support specialists in Kentucky who serve communities as:

- **Adult peer support specialists**
- **Family peer support specialists**
- **Youth peer support specialists**

Peer Support Specialist Requirements

Eligibility

- 18 or older
- Current or past diagnosis
- Have received treatment
- High school diploma or GED
- Demonstrate a pattern of recovery (consumer improves in health and wellness, self-directed life, and reaching full potential)

Training

- Successfully complete approved PSS training and pass exam (in regulation)
- Training includes problem solving, wellness recovery action plan, stages in recovery, effective listening skills, establishing recovery goals, and using support groups

Continuing Education

Successfully complete, maintain, and submit to DBHDID a minimum of 6 hours of related training or education each subsequent year

NOTE: Peer support is a Medicaid billable service

Peer Support Specialist Career Path

There is no direct career pathway from peer support specialist (PSS) to a social work/human services field. However, PSS employment allows for exposure to other fields of study through the following:

Guidance

Professional guidance through mentor/mentee relationships

Team

Interdisciplinary team approach to client care

Skillset

Development of healthcare skillsets that can be enhanced through further education

This exposure may lead a PSS to pursue education in the following professions:

- ❖ Social work
- ❖ Nursing
- ❖ Counseling
- ❖ Alcohol and drug counselors

Technology Updates



CHFS
Cabinet for Health and
Family Services

Kentucky IIEES History and Timeline – 2013 - 2020

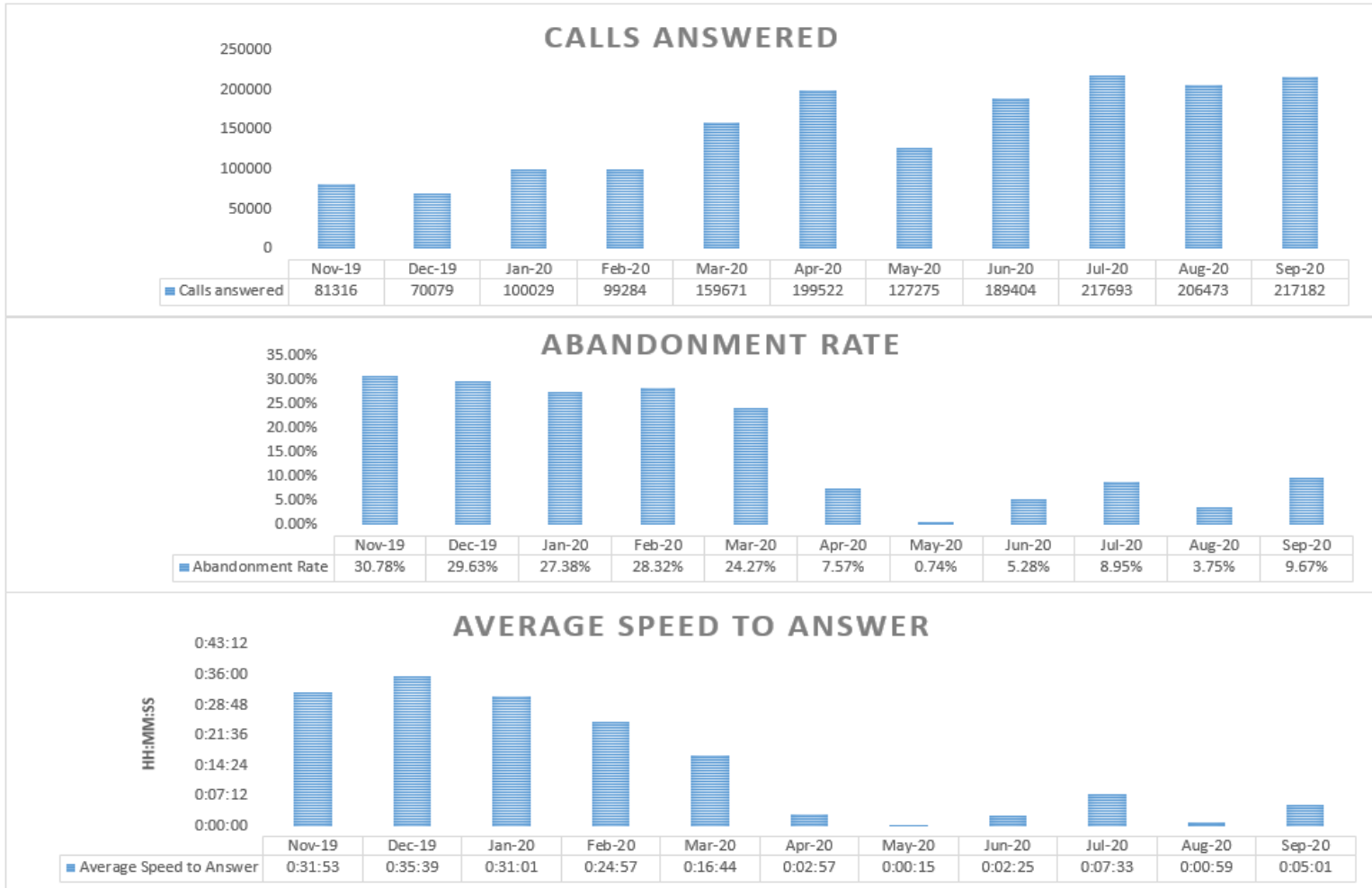
2013	2015	2016	2017	2018	2019	2020							
kynect	MWMA	Kynect Shopping 2.0 and Plan Management	IEES and benefitfind	Federal Marketplace	Child Care Integration	Workforce System (KEES)	Kentucky HEALTH (Rollback)	KI-HIPP	MWMA Redesign	Critical Incident Reporting System	Kentucky Level of Care System	kynect resources	kynect benefits
October 2013	April 2015	June 2015	February 2016	November 2016	June 2017	Dec 2017: R1 (KEES SNAP E&T) April 2018: R2 (KEES MRA and LMS) July 2018: R3 – CE Rollback #1* October 2018: R4 (Workforce Case Mgt) August 2019: KEES Transition	May 2019: Release 1 Sept 2020: Release 2 Dec 2020: Release 3	Nov 2019: Phase 1 March 2020: Phase 1.5 October 2020: Phase 2 Dec 2020: Phase 3	July 2020: Phase 1 Nov 2020: Phase 2	August 2020	May 2020	October 2020	
Programs Served: kynect – One of the nation's first and most successful fully-integrated PMB and E&E systems fulfilling ACA certification requirements set by CMS and Kentucky. Provided access to affordable health coverage for nearly 680,000 uninsured residents.	Programs Served: MWMA – serves individuals requiring nursing level of care and/or intensive rehab with required brain injury, or with intellectual or developmental disabilities, or are elderly or disabled. 1. Standardizes processes to provide faster access. 2. Promotes equitable distribution of services. 3. Optimizes info sharing amongst providers (securely)	Programs Served: Kynect – replacement of the COTS product that was originally deployed for kynect with a .NET solution to provide more of a seamless user experience and to allow for additional flexibility with customizing the functionality of Shopping and Plan Management applications.	Programs Served: SNAP, KTAP, Medicaid, Childcare. Saves Commonwealth in excess of \$12M/year on administration costs thru significant improvements in worker productivity - Enabling timely processing of critical benefits; Reducing redundant applications and data entry; Improving business efficiencies; Improving data integrity and consistency.	Programs Served: Subsidy program that helps families pay and obtain quality child care allowing parents to seek work, attend education and training programs. Saves the state in excess of \$8M/year with the integrated child care E&E with IEES resulting in better access to child care assistance and reduction in fraud and incorrect benefits. DCBS staff now manages E&E for this program instead of an external vendor.	Programs Served: SNAP, KTAP, Medicaid, Childcare. Saves Commonwealth in excess of \$12M/year on administration costs thru significant improvements in worker productivity - Enabling timely processing of critical benefits; Reducing redundant applications and data entry; Improving business efficiencies; Improving data integrity and consistency.	Programs Served: Wagner Payor / WIDA The Salesforce enabled KEE Suite solution enables enforcement of policy providing more accurate Dept of Labor reporting and insight into LWDA activities for the Education and Workforce Development Cabinet. *CE Rollback #2 occurred in March 2019.	Programs Served: SNAP Employment and Training, Medicaid Community Engagement, Medicaid MyRewards Rollback of IEES and KEE Suite system changes that were implemented as part of the 1115c Waiver (known as Kentucky HEALTH). *CE Rollback #2 occurred in March 2019.	Programs Served: Medicaid Third Party Liability & Premium Assistance Implementation of KI-HIPP enables DMS to help eligible Medicaid members cover the cost of a group health insurance plans resulting in significant potential MCO capitation fee savings to the Commonwealth.	Programs Served: MWMA. Implementation of systematic changes focused on the improvement of existing policies for easier interpretation and compliance, and span these areas: 1. Participant Access and Eligibility. 2. Participant Services. 3. Participant-Centered Planning and Service Delivery. 4. Participant Direction of Services. 5. Participant Rights. 6. Participant Safeguards.	Programs Served: Cross Cabinet. Integrated digital search engine that streamlines incident searching, tracking, and reporting across the Cabinet for Health and Family Services.	Programs Served: Medicaid beneficiaries receiving Long-Term Services and Supports (LTSS). KLOCs streamlines LOC processes across the entire spectrum of LTSS. Nursing Facilities, Hospice providers, and Intermediate Care Facility for individuals with Intellectual Disabilities can now submit LOCs admission application online, using the Integrated KLOCs application.	Programs Served: Community resources and community partners. Kynect resources is a Salesforce solution that was implemented to connect Kentuckians to community resources (currently through United Way's 211 database) that assist in the journey to aim for independence and self-sufficiency, supplementing the supports of State assistance programs.	Programs Served: Medicaid, SNAP, TANF, KI-HIPP, Child Care, MWMA, and KTAP. Kynect benefits is a Salesforce solution designed on human centered design principles. It is an easy to use, mobile friendly, self service solution that provides Kentuckians a streamlined approach to apply for and manage their State assistance programs (Medicaid, SNAP, TANF, KI-HIPP, Child Care, MWMA, and KTAP) from anywhere.

Kentucky Impact by the Numbers

2,000+ Commonwealth of Kentucky employee users of IIEES	 \$1+ Billion Benefits now processed in IIEES every month.	 SNAP 737,000 citizens	 Medicaid 1,270,000 citizens	 Medicaid Waivers 21,000 citizens	 KTAP 48,000 citizens	 Child Care 19,000 citizens	 Presumptive Eligibility 172,734 applications*	 PEBT Issuance \$287M for 2019-2020 school year*	 SNAP Emergency Allotment \$261M (increasing average SNAP allotment by over 50%)*
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*as of Oct-21-20

DCBS Contact Center





Questions?