

RIGHT FROM THE START

Medicaid Outreach Project



Annual Report

July 2009-June 2010

"Building a healthy future for families"

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The Mission of the Right from the Start Medicaid Outreach Project is to enable children, pregnant women, and women with breast or cervical cancer to receive comprehensive health services through Right from the Start Medicaid and related programs.

Right from the Start Medicaid Outreach Project

The Right from the Start Medicaid (RSM) Outreach Project began in July 1993 as a response to Georgia's high infant mortality rate and to provide a medical safety net for Georgia's working families. The Project was charged with the mission to improve health care access for children and pregnant women.

The Department of Community Health and the Department of Human Resources entered into an agreement to place eligibility workers in community settings such as health departments, hospitals, schools and other convenient locations. A major feature of the program is the availability of staff during non-traditional work hours each week so that work, school and childcare arrangements are not a barrier for families.

The RSM Project provides Medicaid coverage for children under the age of 19 and pregnant women. Income limits are higher than those of the Temporary Assistance to Needy Families (TANF) and Medically Needy programs. Working families may be eligible even if both parents live in the home or if other insurance coverage is in place.

Statewide, teams enlist creative techniques to make presentations and distribute information to the public. Some examples include distributing program information in store shoe boxes, new mom baby bags and paycheck envelopes; setting up displays and accepting applications at pharmacies, retail stores and festivals; making presentations at churches, schools and labor departments; and providing print media and public service announcements to community groups, employers, teachers, medical and daycare providers, and the media.

Over the years, the RSM Project has expanded its teams and its scope of services. It now assists with Women's Health Medicaid (WHM), a program that provides medical coverage for women with breast or cervical cancer, who do not have insurance to cover related expenses. The RSM Project also works closely with PeachCare for Kids. This program was designed for working, self-supporting Georgia families who cannot afford private insurance and are not eligible for Medicaid. The RSM outreach workers help to market the program and provide application assistance.

In 1994, RSM joined with the Georgia Partnership for Caring Foundation, Inc. (GPCF), to address the needs of those persons who are ineligible for Medicaid or other state coverage programs. GPCF is a private, non-profit organization that provides limited voluntary services of physicians, hospitals, pharmacists and other health provider agencies.



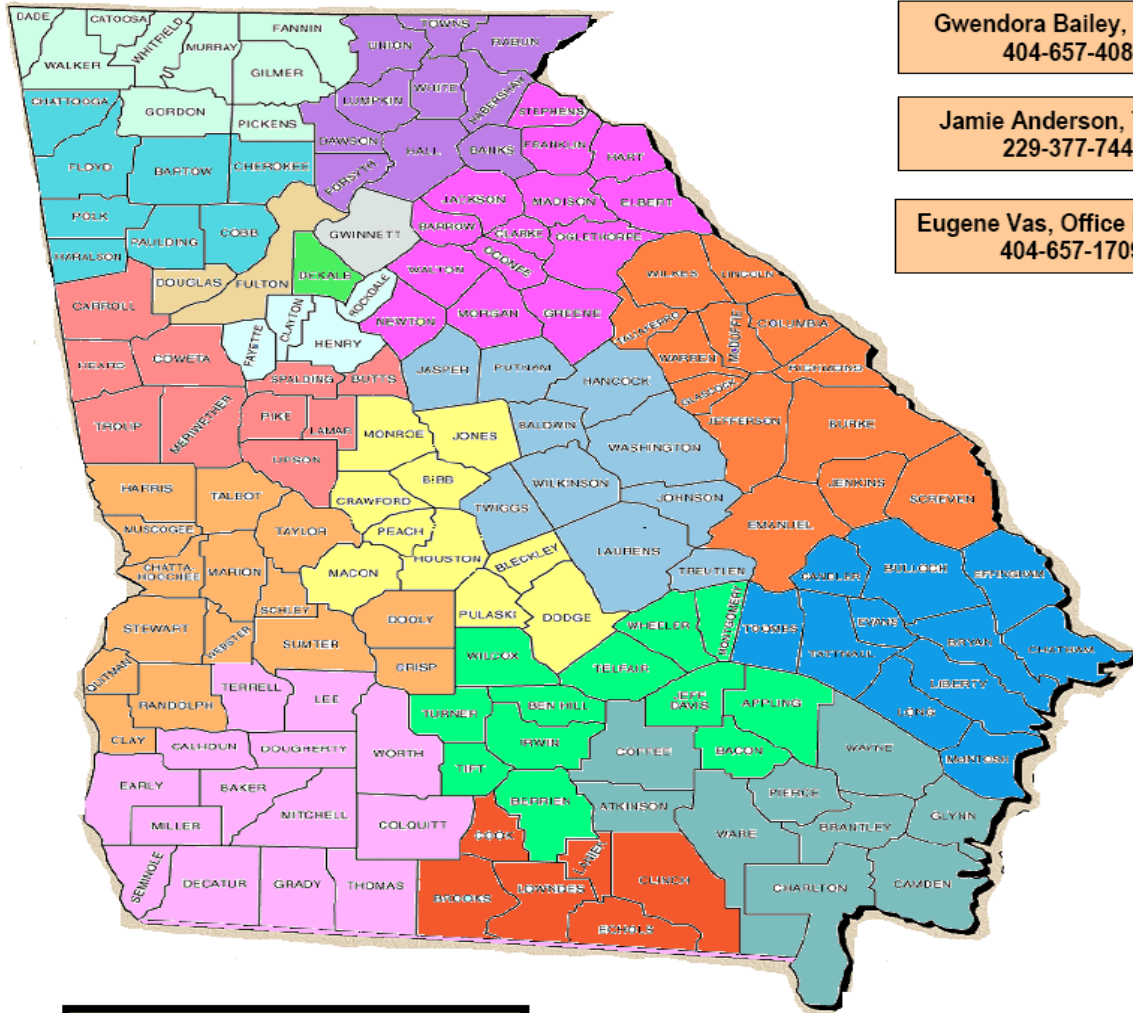
State Office Staff

Georgia has made a serious commitment to improving the quality of health for children and women. RSM allows Georgia's working families to have medical coverage that would otherwise be unavailable, inadequate or unaffordable.



RSM STATE MAP July 2009-June 2010

RIGHT FROM THE START MEDICAID OUTREACH PROJECT



Gwendora Bailey, Director
404-657-4086

Jamie Anderson, Trainer
229-377-7449

Eugene Vas, Office Manager
404-657-1709

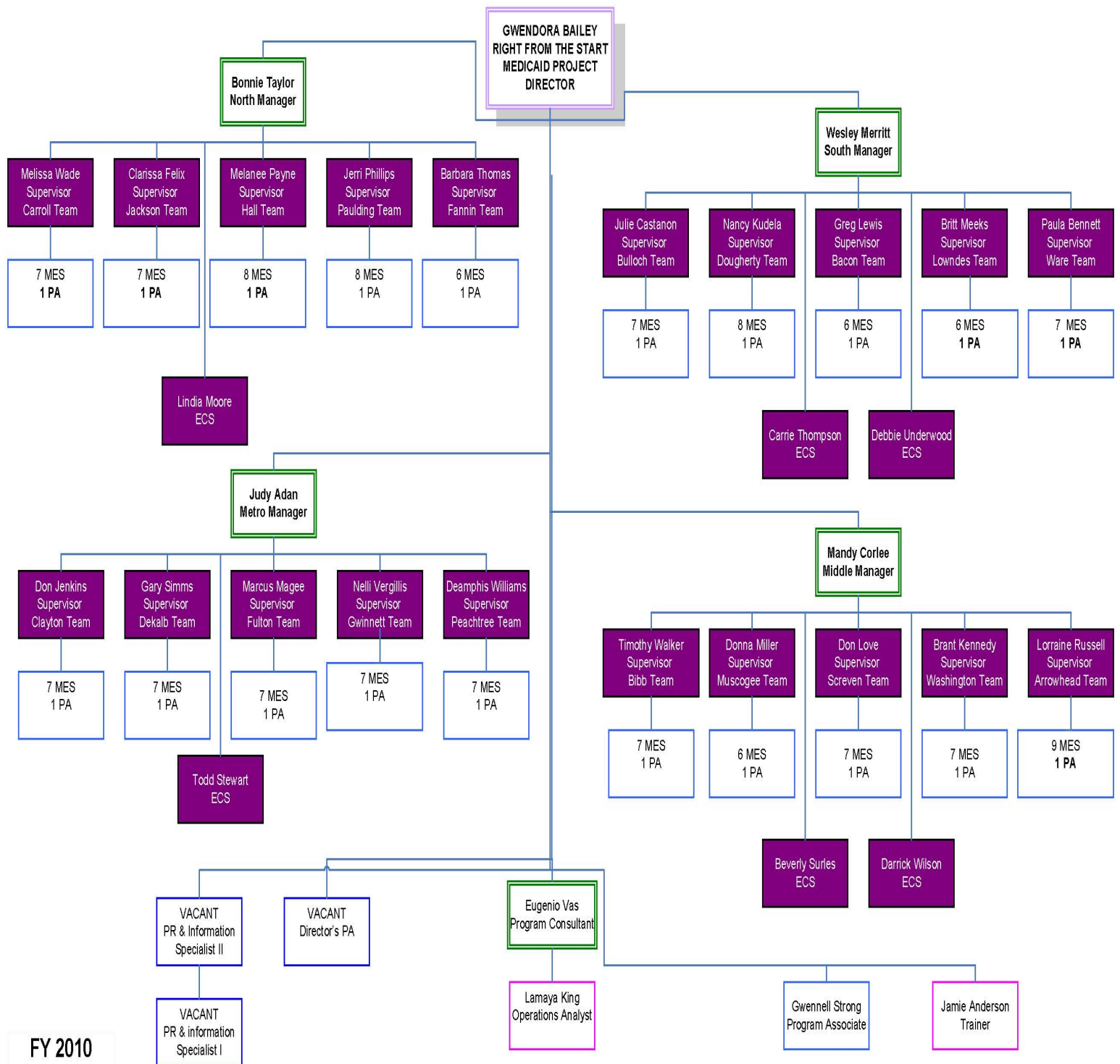
Lamaya King, Operations Analyst
404-657-4854



METRO	MIDDLE	NORTH	SOUTH
Judy Adan, Manager 404-657-4337	Mandy Corlee, Manager 912-487-5786	Bonnie Taylor, Manager 770-531-6439	Wesley Merritt, Manager 912-632-6282
CLAYTON	ARROWHEAD	CARROLL	BULLOCH
DEKALB	BIBB	JACKSON	DOUGHERTY
FULTON	MUSCOGEE	HALL	BACON
GWINNETT	SCREVEN	PAULDING	LOWNDES
PEACHTREE	WASHINGTON	FANNIN	WARE

RSM ORGANIZATIONAL CHART

July 2009-June 2010



FY 2010



TOTAL MEDICAID APPLICATIONS RECEIVED FROM ALL PROGRAMS: 163, 320

Right from the Start Medicaid:

Applications Received	153, 582
Applications Processed	120, 544
Applications Approved	53, 122
Applicants Denied	30, 545
Other Disposition	36, 877

Right from the Start Medicaid is healthcare coverage for children up to age 19 and for pregnant women with low to moderate income. Qualified enrollees do not pay a fee for this service. Applications for children whose incomes are only slightly above the RSM limit are referred to PeachCare for Kids because they are potentially eligible for the program.

Persons who are denied RSM because they are non-citizens are given information regarding emergency medical assistance (EMA). If they qualify for EMA they can get assistance with medical bills occurred during an emergency, including labor and delivery costs.

Denial Reasons	Number of Cases Denied
Citizenship	1, 233
Over Income (not eligible)	955
Over Income (sent to PCK)	9, 795
Verification Needed (Inc/Citz)	6, 892
Verification Needed (Citz Only)	7, 133
Verification Needed (Inc Only)	2, 549
Over Age or Not pregnant	0
Application Withdrawn	434
Moved Out of State	61
Resources Exceed Limit	0
Other	1, 424
Failure to Comply w/ Review	2
Does Not Meet Age	60
Death	2
Incarcerated	5

Reviews:

Once an applicant has been successfully enrolled in RSM, their case is transferred to DFCS caseworkers for ongoing monitoring and case reviews. On occasions, an RSM worker may need to keep a case longer than usual and will have to do a case review to verify continued eligibility or certification. Leading in organizational commitment, the RSM Project has been called upon to periodically complete reviews for cases that are with various DFCS county offices. Also, the RSM Project completes reviews for the Chafee Independence Program. The Arrowhead Team began completing reviews for the Women's Health Medicaid Program in February of 2009.

Miscellaneous Reviews Completed:	203
Women's Health Medicaid:	7, 592

Low Income Medicaid:

The RSM projects process Low Income Medicaid (LIM) applications, which is healthcare coverage for eligible low-income children (under age 18) and the adult (s) who are responsible for them:

Applications Received	2, 232
Applications Processed	1, 690
Applications Approved	681
Applicants Denied	565
Other Disposition	444

Denial Reasons	Number of Cases Denied
Citizenship	12
Over Income (not eligible)	86
Over Income (sent to PCK)	71
Verification Needed (Inc/Citz)	117
Verification Needed (Citz Only)	38
Verification Needed (Inc Only)	113
Over Age or Not pregnant	0
Application Withdrawn	33
Moved Out of State	0
Resources Exceed Limit	5
Other	73
Failure to Comply w/ Review	0
Does Not Meet Age	17
Death	0
Incarcerated	0

Referrals:

Besides referrals made to PCK, GPCF and EMA, RSM staff also referred clients to DFCS to apply for other services. Applicants may qualify for Food Stamps, TANF, Childcare, or Low Income Medicaid. RSM staff recognize that their clients may have other needs outside of healthcare coverage, and therefore try to stay abreast of helpful programs within their community to which they can refer their clients. Programs include: homeless and women's shelters, food banks, WIC, teen programs, and free pregnancy classes.





Nontraditional Hours:

Required	33, 376
Actually Worked	39, 104

RSM specialist are required to work at least eight nontraditional hours (before 8 a.m. or after 5 p.m.) per week. This year, specialists worked **5,728** more non-traditional hours than was required. Nontraditional hours greatly increase specialists' accessibility to their clients.

Women's Health Medicaid

Applications Received	2, 130
Applications Processed	1, 930
Applications Approved	1, 698
Applications Denied	205
Other Disposition	27

RSM Project assists with Women's Health Medicaid (WHM) applications. These are applications from women who have been diagnosed with breast or cervical cancer. Applicants usually do not have insurance to cover related medical costs. However, if an applicant has health insurance, the policy cannot cover cancer treatment. Applications for this program can be retrieved at county public health departments. Applicants should ask for the BreasT-test and MORE coordinator, or call, toll free, 1-800-4-CANCER. RSM staff determine if the completed applications are approved or denied.

PeachCare for Kids (Rebounds):

Total Completed	86, 179
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Georgia Partnership for Caring Foundation

Applications Taken	4, 844
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While some applicants do not qualify for RSM, they may be referred to other state healthcare programs. It is necessary to refer some to the Georgia Partnership for Caring Foundation (GPCF). GPCF is a private non-profit foundation that secures the generous donations of doctors and pharmaceutical companies to provide qualified applicants with complimentary medicines and a doctor's visit. RSM staff distribute and accept applications for GPCF and screen them for potential eligibility for state-funded healthcare programs. If the applicant has low income but does not qualify for a state healthcare program, their GPCF application is forwarded to the foundation.



Emergency Medical Assistance

Applications Received	5, 376
Applications Processed	4, 909
Applications Approved	3, 789
Applications Denied	304
Other Disposition	816

For residents who do not qualify for the various healthcare coverage programs, there is the option of applying for assistance in paying for medical bills incurred during an emergency. EMA will only pay for emergency services under any class of assistance that the applicant meets qualifications for with the exception of citizenship and alienage.

OUTREACH EVENTS

North Area

659

Metro Area

1,032

Middle Area

691



South Area

738

3,120 Total Outreach Events





RSM North Teams

Team	Supervisor
Carroll	Melissa Wade
Jackson	Clarissa Felix
Hall	Melanee Payne
Paulding	Jerri Phillips
Fannin	Barbara Thomas

Bonnie Taylor
North Manager

Carroll Team

153 Independence Drive
Carrollton, GA 30116
770-830-2141

Counties Covered:

Butts	Carroll	Coweta	Heard	Lamar
Pike	Spalding	Troup	Upson	Meriwether

Jackson Team

20 Lee Street, Units 14 & 15
Jefferson, GA 30549
706-367-3141

Counties Covered:

Barrow	Clarke	Elbert	Greene	Hart
Jackson	Madison	Morgan	Newton	
Oconee	Oglethorpe	Walton		

Hall Team

375 West Avenue
Gainesville, GA 30501
770-531-6435

Counties Covered:

Banks	Franklin	Hall	Rabun	Dawson
Forsyth	Lumpkin	White	Habersham	Stephens
Towns	Union			

Paulding Team

101 Bainbridge Way
Suite 130
Dallas, GA 30132
770-443-7914

Counties Covered:

Bartow	Haralson	Polk	Chattooga
Paulding	Floyd	Cobb	Cherokee

Fannin Team

Kingstown Housing Authority
610 First St., Apt. 3B
McCaysville, GA 30555
706-492-4260

Counties Covered:

Catoosa	Gilmer	Walker	Dade
Gordon	Whitfield	Fannin	Murray
Pickens			



RSM South Teams

Team	Supervisor
Bacon	Greg Lewis
Bulloch	Julie Castanon
Dougherty	Nancy Kudela
Lowndes	Britt Meeks
Ware	Paula Bennett

Wesley Merritt
South Manager

Bacon Team

101 N Wayne Street
Alma, GA 31510
912-632-6201

Counties Covered:

Appling	Bacon	Ben Hill	Berrien
Irwin	Jeff Davis	Montgomery	Telfair
Tift	Turner	Wheeler	Wilcox

Bulloch Team

38 Courtland Street, Suite D
Statesboro, GA 30458
912-871-1574

Counties Covered:

Bryan	Effingham	McIntosh	Long	Bulloch
Evans	Candler	Liberty	Chatham	Toombs
Tattnall	Wayne			

Dougherty Team

449 N. Main St.
Suite B
Moultrie, GA 31768
229-891-7045

Counties Covered:

Baker	Early	Seminole	Calhoun	Grady
Terrell	Colquitt	Lee	Thomas	Decatur
Miller	Worth	Dougherty	Mitchell	

Lowndes Team

400 East Altamaha Street
Fitzgerald, GA 31750
229-426-5201

Counties Covered:

Brooks	Clinch	Cook	Echols	Lanier	Lowndes
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Ware Team

1766 Memorial Drive, Suite 9
Waycross, GA 31501
912-338-5293

Counties Covered:

Atkinson	Charlton	Pierce	Coffee
Ware	Brantley	Camden	Glynn



RSM Middle Teams

Team	Supervisor
Arrowhead	Lorraine Russell
Bibb	Pamela Alexander
Muscogee	Donna Miller
Screven	Don Love
Washington	Brant Kennedy

Mandy Corlee
Middle Manager

Arrowhead Team

409 Arrowhead Blvd., Suite B-3
Jonesboro, GA 30236
770-603-4777

Counties Covered:

Statewide

Bibb Team

788 Walnut Street, Suite 6
Macon, GA 31201
478-751-4598

Counties Covered:

Bibb Houston Macon
Monroe Crawford Peach

Muscogee Team

4519 Woodruff Road, Unit 10
Columbus, GA 31909
706-649-1272

Counties Covered:

Clay	Quitman	Talbot	Crisp
Chattahoochee	Randolph	Taylor	
Dooly	Harris	Schley	Webster
Marion	Stewart		
Muscogee	Sumter		

Screven Team

113 North Main Street, Suite A
Sylvania, GA 30467
912-564-5677

Counties Covered:

Burke	Jenkins	Richmond	Warren
Columbia	Lincoln	Screven	
Jefferson	McDuffie	Emanuel	
Glascok	Taliaferro	Wilkes	

Washington Team

111 Brookins Street, Suite 300
Sandersville, GA 31082
478-553-2467

Counties Covered:

Baldwin	Bleckley	Dodge	Johnson
Laurens	Treutlen	Jones	
Hancock	Wilkinson	Washington	
Putnam	Jasper		
Twiggs			



RSM Metro Teams

Team	Supervisor
Clayton	Don Jenkins
Dekalb	Gary Simms
Fulton	Marcus Magee
Gwinnett	Nelli Vergillis
Peachtree	Deamphis Williams

Judy Adan
Metro Manager

Clayton Team

409 Arrowhead Boulevard
Suite C-7
Jonesboro, GA 30236
770-473-2605

Counties Covered:

Clayton Henry
Fayette Rockdale

DeKalb Team

2300 Henderson Mill Road
Suite 410
Atlanta, GA 30345
770-414-3438

Counties Covered:

DeKalb

Fulton Team

2300 Henderson Mill Road
Suite 421
Atlanta, GA 30345
770-414-3376

Counties Covered:

Douglas Fulton

Gwinnett Team

4030 Lawrenceville Highway
Lilburn, GA 30047
678-218-4410

Counties Covered:

Gwinnett

Peachtree Team

2 Peachtree St, NW,
Suite 21-413
Atlanta, GA 30303
404-463-7076

Counties Covered:

Statewide