



Outreach Project

2006 - 2007 Annual Report

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South	
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Metro	

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 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.

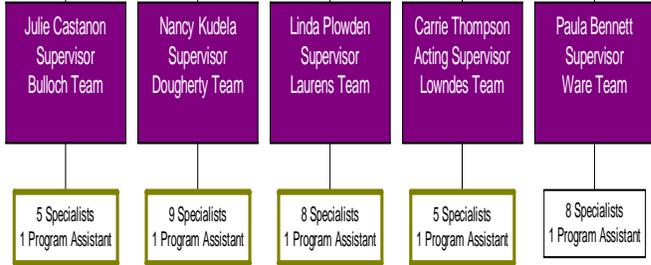
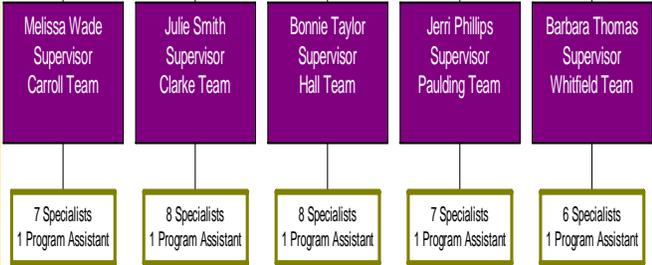
Georgia has made a serious commitment to improving the quality of health for children and women. RSM allows Georgia's working families to have medical coverage that would otherwise be unavailable, inadequate or unaffordable. RSM Project workers have received over 750,000 applications since the Project has been in operation.



Ken Duke
Director
Right from the Start
Medicaid Outreach Project

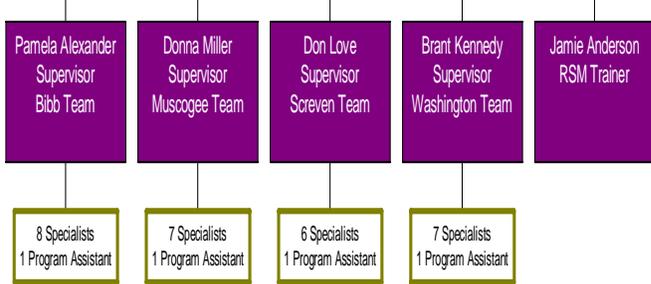
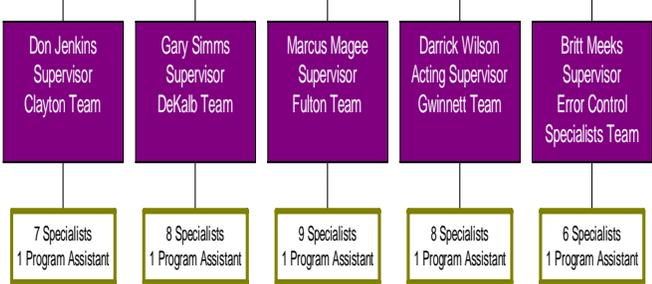
Robin Walden
North Manager

J. Wesley Merritt
South Manager



Vacant
Metro Manager

Mandy Corlee
Middle Manager



Vacant
Resource Coordinator

Zena Lewis
Public Relations and
Information Specialist 2

Lorraine Russel
Supervisor
Arrowhead Team

Vacant
Public Relations
and Information
Specialist

9 Specialists
2 Program Assistant

Gwennell Strong
Program Associate

Eugenio Vas
Statistical Analyst

Doris Jackson
Director's Program Assistant



Right from the Start Medicaid:

Applications Taken or Assigned	174, 116
Applications Approved	45, 681
Applicants Denied	71, 281
Children Denied	6, 845
Other Disposition	57, 296

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. Although two-thirds of RSM applications received are approved, the most common reason for a denied application, the applicant is over the charted limit. Applications for children whose incomes are only slightly above the RSM limit are referred to PeachCare for Kids because they are 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	3, 006
Over Income (not eligible)	1, 231
Over Income (sent to PCK)	8, 714
Over Age or Not pregnant	326
Verification needed or	
Not Received	48, 110
Application Withdrawn	1, 495
Moved Out of State	109
Lack of Information	7, 068

Referrals:

Food Stamps	1, 595
PeachCare for Kids	102, 167

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 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.

Interviews:

Face to Face	8, 471
Non face to face	172, 755

Clients are not required to see a Medicaid Eligibility Specialist in person to apply for RSM or PCK. They can pick up an application at an outreach event or one of RSM's pickup sites. Applicants can mail the application to their local office. To obtain PCK assistance, they have the option of applying online. Applications must be signed in order to be processed, a RSM Specialist contacts the applicants by mail or phone to verify information.

Reviews:

Once an applicant has been successfully enrolled in RSM, their case is transferred to DFCS caseworkers for ongoing monitoring and case reviews. On rare 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. This year there were no cases held up to or beyond their review date.

Specials Completed:

Eligible	555
Ineligible	91

Occasionally, due to a change in a client's circumstances (i.e. change of address, new family member, income change) an RSM worker may need to make changes to a case that has already been processed. In some instances the client remained eligible, and in others the change resulted in the client's ineligibility.



Nontraditional Hours:

Required	35, 397
Actually Worked	42, 836

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 **7,439** more non-traditional hours than was required. Nontraditional hours greatly increases specialist's accessibility to their clients.

Women's Health Medicaid

Applications Taken or Assigned	1, 245
Applications Processed	1, 244
Applications Approved	1, 081
Applications Denied	155

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. Applications for this program can be retrieved at county public health departments. Applicants should ask for the BreasTest and MORE coordinator, or call, toll free, 1-800-4-CANCER. RSM staff determine if the completed applications are approved or denied. There were 71 more applications taken or assigned this year than last year.

PeachCare for Kids:

Presentations	1, 989
Community Forums	400
Community Training to Providers	72
Program Inquiries	34, 533
Application Assistance	9, 613
Distribution of Applications	30, 525
Distribution of Printed Materials	136, 064

PeachCare for Kids (PCK) is a low-cost health care coverage program for children in working families with modest income. Customers who turn in PCK applications to Medicaid Eligibility Specialists will have their application screened for eligibility. Applications are reviewed for Medicaid or PCK eligibility. This double screening is a convenience to clients because a Medicaid eligible applicant can not qualify for PCK. If an applicant qualifies for Medicaid, the specialist will process their application. Applications for PCK may be obtained by going online to www.peachcare.org or an RSM specialist.

Georgia Partnership for Caring Foundation

Applications Taken	7, 950
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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 Taken or Assigned	3, 737
Applications Approved	2, 328
Applications Denied	511
Other Disposition	856

For residents who do not qualify for the various healthcare coverage programs, there is the option of applying assistance in paying for medical bills incurred during an emergency. Although this is not a program, RSM can accept EMA applications for assistance.

RSM North Teams

Vacant North Manager

Team	Supervisor
Carroll	Melissa Wade
Clarke	Julie Martin
Hall	Melanee Payne
Paulding	Jerri Phillips
Whitfield	Barbara Thomas

Carroll Team

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

Counties Covered:

Butts Carroll Coweta Heard Lamar
Pike Spalding Troup Upson Meriwether

Clarke Team

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

Counties Covered:

Barrow Clarke Elbert Greene Jackson
Morgan Newton Oconee Oglethorpe Walton
Madison

Hall Team

332 Washington Street, Suite 305
Gainesville, GA 30501
770-531-6014

Counties Covered:

Banks Hall Town Dawson Union
Forsyth Lumpkin White Franklin Rabun
Habersham Stephens Hart

Paulding Team

126 Grady Road
Rockmart, GA 30153
770-749-1763

Counties Covered:

Bartow Haralson Polk Chattooga
Paulding Floyd Pickens
Cobb Cherokee

Whitfield Team

Kingtown Housing Authority
85 Barry Street, Apt. 2K
McCaysville, GA 30555
706-492-4260

Counties Covered:

Catoosa Gilmer Walker Dade
Gordon Whitfield Fannin Murray

RSM South Teams

Wesley Merritt
South Manager

Team	Supervisor
Bulloch	Julie Castanon
Dougherty	Nancy Golden
Laurens	Linda Plowden
Lowndes	Pamela Alexander
Ware	Paula Bennett

Bulloch Team

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

Counties Covered:			
Bryan	Effingham	McIntosh	Long
Bulloch	Evans	Wayne	
Candler	Liberty	Chatham	

Dougherty Team

375 Industrial Drive
 Skills Center Room 2
 Moultrie, GA 31768
 229-891-7045

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

Laurens Team

1205 B Bellevue Place
 Dublin, GA 31040
 478-274-7827

Counties Covered:			
Appling	Montgomery	Treutlen	Bleckley
Pulaski	Wheeler	Dodge	Tattnall
Wilcox	Jeff Davis	Telfair	Laurens
Toombs			

Lowndes Team

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

Counties Covered:			
Ben Hill	Cook	Lanier	Berrien
Dooly	Lowndes	Brooks	Echols
Tift	Crisp	Irwin	Turner

Ware Team

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

Counties Covered:			
Atkinson	Charlton	Pierce	Bacon
Clinch	Ware	Brantley	Coffee
Camden	Glynn		

RSM Middle Teams

Mandy Corlee Middle Manager

Team	Supervisor
Bibb	Donna Miller
Muscogee	Irene Weaver
Screven	Don Love
Washington	Brant Kennedy

Bibb Team

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

Counties Covered:		
Bibb	Houston	Monroe
Crawford	Macon	Peach

Muscogee Team

4533 Woodruff Road
 Columbus, GA 31904
 706-649-1272

Counties Covered:		
Clay	Quitman	Talbot
Chattahoochee	Randolph	Taylor
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
Columbia	Lincoln	Screven
Jefferson	McDuffie	

Washington Team

111 Brookins Street, Suite 300
 Sandersville, GA 31082
 478-553-2467 or 478-553-2468

Counties Covered:		
Baldwin	Johnson	Washington
Emanuel	Jones	Warren
Glascocock	Putnam	Wilkes
Hancock	Taliaferro	Wilkinson
Jasper	Twiggs	

RSM Metro Teams

Vacant Metro Manager

Team	Supervisor
Arrowhead	Lorraine Russell
Clayton	Don Jenkins
Dekalb	Gary Simms
EC Specialist	Britt Meeks
Fulton	Marcus Magee
Gwinnett	Bonnie Taylor

Arrowhead Team

409 Arrowhead Boulevard
 Suite B-3
 Jonesboro, GA 30236
 1-800-809-7276 or 770-603-4777

Counties Covered:

Statewide
 Arrowhead supervisor reports
 to Eugene Vas, Program Consultant/Office
 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
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Gwinnett Team

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

Counties Covered:

Gwinnett

Error Control Specialist

2300 Henderson Mill Road
 Suite 410
 Atlanta, GA 30345

Counties Covered:

Statewide