

Skills & Knowledge Recommendations to Support National Performance Measure 15 – Adequate Insurance



1. Population Health

A renewed focus on MCH population health is key to achieving the NPMs in the era of health transformation. These skills enable Title V professionals to analyze how program interventions and their related health outcomes are distributed among a state’s MCH population. Population health skills complement all of Title V’s work, including program design and implementation, strategic partnerships and communication.

- a. Skills to monitor trends of insurance adequacy for children

2. Strategic Planning & Program Design

Effective strategic planning and program design require the ability to base programs on defined goals and desired outcomes. Strategic planning should include a monitoring and evaluation system to track and monitor progress and inform program alterations as needed. Program design skills must ultimately be coupled with implementation, where program design is carried out.

- a. Skills to train local partners about insurance coverage options
- b. Skills to map networks of adequate and inadequate coverage

3. Strategic Alliances & Effective Partnerships

The wide array of stakeholders and partners in the field of MCH, from providers and insurers to women and children, require a set of skills in strategically aligning Title V goals with those of their partners. In the Title V world, there is an increasing interest in engaging unlikely or nontraditional partners to achieve the NPMs. The skills in this category take that into account and include unique partner groups linked to this measure.

- a. Ability to collaborate with partners to promote insurance coverage, including:
 - i. Accountable care organizations (ACOs) and managed care organizations (MCOs)
 - ii. Medicaid and Children’s Health Program (CHIP)
- b. Ability to align efforts to enroll children in health insurance with other initiatives related to insurance coverage for the population as a whole

4. Consumer Engagement/Cultural & Linguistic Brokering

Consumers are arguably the most important stakeholders in MCH work, thus skills in consumer engagement and cultural and linguistic brokering are essential to moving the needle for each NPM. In some cases, consumer engagement includes negotiating with other stakeholders on behalf of MCH populations. Closely linked with this skills category are skills in communication and strategic alliances.

- a. Skills to engage consumers, especially families of children and youth with special health care needs, to:
 - i. Serve as peer educators
 - ii. Provide input into Title V outreach effort plans

5. Policy & Program Implementation

These skills ensure that MCH priorities are integrated into all aspects of policy and program implementation, as well as ensuring that policies and programs selected are well-aligned with NPMs and other MCH program goals. Implementing policies and programs with fidelity also requires skills in the implementation science drivers: technical and adaptive leadership; selection; training; coaching; systems intervention; facilitative administration; and decision support data systems.

- a. Skills to identify, assess, and select appropriate outreach and enrollment activities for state and local jurisdictions
- b. Skills to train local health agencies and health care providers to effectively inform families about insurance coverage options
- c. Skills to support robust and effective referral systems for insurance enrollment
- d. Skills to assist with enrollment in insurance for children

6. Communication

Communication skills support the creation and delivery of effective messages between MCH professionals, professional and community partners, and populations served by Title V. Effective communication ensures the delivery of appropriate messages to audiences in the way that they were intended and is key to all aspects of MCH work. These skills are linked closely with skills in strategic partnerships and cultural and linguistic brokering.

- a. Skills to effectively communicate with families about insurance coverage options
- b. Ability to effectively use traditional and social media to conduct outreach for insurance enrollment
- c. Ability to communicate effectively with decision makers/local legislators regarding:
 - i. The health impacts of insurance coverage
 - ii. The economic benefits of insurance coverage
- d. Ability to effectively communicate with decision makers/legislators regarding the importance of adequate coverage for children (CHIP reauthorization, Medicaid expansion, etc.)

Knowledge

In addition to skills, each NPM requires a knowledge base that will help Title V progress effectively in the measure. Knowledge should be considered at the foundation of achieving all measures.

1. Insurance Background, Recommendations & Guidelines

- a. Knowledge of definition(s) of adequate insurance and how adequacy is measured
- b. Knowledge of specific definitions related to insurance coverage for children and youth with special health care needs
- c. Knowledge of state insurance landscape for children, including application process and coverage rates for:
 - i. Children's Health Insurance Program
 - ii. Marketplace process
 - iii. Medicaid
 - iv. Private Insurance
- d. Knowledge of insurance navigators within state/territory, including who, where, roles, how to access
- e. Knowledge of existing efforts to increase insurance coverage broadly for children
- f. Ability to identify insurance coverage for children and youth with special health care needs

2. Insurance Policies & Strategies

- a. Knowledge of best practices for enrolling in insurance within a given state/territory, including automated enrollment strategies
- b. Knowledge of safety net programs for children who are not adequately insured
- c. Knowledge of other states/territories' best practice interventions in which Title V has successfully helped increase rates of insurance through policy and outreach measures
- d. Essential components of the Affordable Care Act (ACA) and other state and federal policies that facilitate expanded enrollment in adequate insurance for children