“Merge, grow, or -- we’re here to stay!”: Women-focused CBOs and ASOs Continuing to Thrive Post-Healthcare Reform

The Women’s Collective

The 10th Annual Women as the Face of AIDS Summit
Objectives

• Share the experiences of The Women’s Collective and other women-led CBOs/ASOs navigating the transition post health care reform

• Open a dialogue regarding best practices for woman-focused CBOs and ASOs
New Healthcare Landscape

- Medicaid Expansion
- Federal & State Marketplaces
- Expanded Coverage
  - Essential Health Benefits
  - Preventive Services
  - Mental health services
Impact of New Health Care Landscape

• Benefits:
  – Subsidies can make care more affordable
  – Coverage cannot be denied based on pre-existing conditions, such as HIV

• But these benefits come with:
  – New operational landscape for ASOs/CBOs
  – Possibility of reductions in grant funding
Food for Thought

- Merge
- Grow
- Go
Step 1: Strategic Planning

Where you’ve been

Where you are

Where you can grow
Areas of Opportunity

Outreach and Enrollment
- Community Outreach & Education
- Enrollment Assistance & Navigation
- Insurance Navigation

New Coverage Options
- Bill for Current Services
- Start Providing New Covered Services
- Partner with Medical Providers

Changing Business Model
- Expand Services
- Change Mission
Outreach and Enrollment

• Education and Outreach
  – Navigators/In-person Assisters
  – Certified Application Counselors

• Enrollment assistance
  – Co-pays, co-insurance, networks, deductibles
  – Filing appeals

What about TWC?
• Providing educational materials during intakes and testing?
• Screening for insurance and linking to navigators?
• Getting certified to be CACs?
New Coverage Options

• Provider networks, credentialing and billing for services
  – Services currently being provided
  – Adding new covered services

• Partnerships

What about TWC?
• Joining networks and getting credentialed for testing, counseling, and case management?
• Providing other preventive services that are billable?
• Partnering with medical providers or Medicaid Managed Care Organizations?
Changing Business Model

• Service Expansion
  – Providing new medical or support services
  – Expanding service area

• Mission Expansion
  – Serving new populations

• Filling gaps in services

What about TWC?
• Adding medical professionals to the staff?
• Serving women from Maryland or Virginia?
• Serving men? Women with other chronic conditions?
• Providing child care or transportation?
How?

• Documentation! Data!
  – Population being reached
  – Effectiveness of services
  – Need being met
  – Gap in services being filled

• Articulate WHY services are important!
Advocacy Opportunities

• ACA Regulations and Language
  – Defining “Case Management”
  – Non-discriminatory practices
• Expanding Coverage to Fill Gaps
• Medicaid Expansion
• Provider Competency
• Self-Advocacy