



NYC Health + Hospitals
July 17, 2019

Overview of Guaranteed Care

NYC Care: new health care access through NYC Health + Hospitals for New Yorkers who are unable to afford or are ineligible for health insurance.

- ❑ Not insurance
- ❑ Guaranteed services at NYC Health + Hospitals on a sliding fee scale
- ❑ Launching Summer 2019 in the Bronx; footprint in all 5 boroughs by 2020

NYC's Public Option (MetroPlus): low-cost, high quality health insurance.





- ❑ Provides access to affordable, quality health care to residents in the five boroughs
- ❑ A wholly-owned subsidiary of NYC Health + Hospitals, MetroPlus is the plan of choice for over half a million New Yorkers.
- ❑ Offer comprehensive benefits and services and are consistently ranked among the highest plans for quality and consumer satisfaction annually.
- ❑ With 10 distinct product lines, we offer over 100 plans.
- ❑ With a robust provider network of over 30,000 healthcare providers.
- ❑ Culturally sensitive, and fluent in more than 40 languages

Why NYC Care?

- ❑ NYC Health + Hospitals (H+H) believes health care is a right, but too many New Yorkers don't have access to the health care they need.
- ❑ Health care becomes inaccessible when people are:
 - ✓ Ineligible for health insurance
 - ✓ Can't afford health insurance
 - ✓ Simply don't know what health care services are available to them
- ❑ Too many New Yorkers often delay care until they end up in the emergency room.

- ✓ An **assigned primary care clinician** at one of NYC Health + Hospitals' more than 70 locations



- ✓ Comprehensive **primary and preventive care services**, as well as age-appropriate screening exams

- ✓ Access to NYC Health + Hospitals' **specialty care and behavioral health care** services



- ✓ Access to a **24/7 member service hotline**

- ✓ Access to **affordable prescription** benefits



- ✓ A dedicated **membership card**



- ✓ A **welcome packet and educational materials** that helps the member understand their benefits and responsibilities under the plan



NYC Care Benefits: Primary Care

- Primary and preventive care services
 - ✓ Assigned primary care provider
 - ✓ Appointments within two weeks of enrollment
- Membership card with PCP name listed
- Member handbook for patient education
- Access to specialty care and behavioral health care services
- Cost to receive health care is based on a sliding scale fee per service



NYC Care Benefits: Customer Service

- ❑ 24/7 customer service hotline
 - ✓ Program information
 - ✓ Request a replacement card
 - ✓ Change PCP

- ❑ Improved connections to:
 - ✓ Enrollment assistance
 - ✓ After hours medical assistance
 - ✓ Legal advocates or social services



NYC Care Benefits: Pharmacy



- ❑ Affordable prescription benefits and extended hours for medication retrieval
 - ✓ Pharmacies in H+H facilities in the Bronx open one hour post last clinic closes
 - ✓ New weekend hours
 - ✓ Mechanism to get needed medications filled overnight

NYC Care Card



Number

Effective Through

Member

Primary Care Provider

NYC Care Contact Center

nyccare.nyc

NYC Care Card



NYC Care provides you with affordable access to the healthcare you need. We want you to get healthy and stay healthy.

Use this member card to get care at NYC Health + Hospitals locations. Services are available in all languages. This card does not guarantee you care with any other medical providers or provide benefits outside New York City.

Copay/Fee

Primary Care Visits.....	\$ XX
Specialty Visits	\$ XX
Emergency Care	\$ XX
Pharmacy	\$ XX

For questions about NYC Care, medication refills, and to make an appointment please call the NYC Care Contact Center:

**IF YOU HAVE A MEDICAL
EMERGENCY, CALL**

911

These copays only apply to care you get at NYC Health +Hospitals Facilities.

NYC Care Benefits: Membership Card and Handbook

- ❑ NYC Care is not health insurance and the NYC Care member card is not an insurance card.
- ❑ Membership card with assigned PCP, effective date and fee schedule
- ❑ Member handbook with information on:
 - ✓ How to replace Membership card
 - ✓ Health care services
 - ✓ Obtaining and managing care
 - ✓ Billing and fees
 - ✓ Other NYC Care program info

How is NYC Care Different than H+H Options?

- ❑ NYC Care is the patient's key into H+H and its coordinated care with a designated set of benefits, along with a member card, a dedicated primary care provider, enhanced pharmacy benefits, and 24/7 customer service
- ❑ Builds upon the foundation of the H+H Options; NYC Care members can receive medically necessary care at H+H facilities on a sliding fee scale basis but can access wraparound services, like 2-week appointment guarantee and 24 hour pharmacy access
- ❑ H+H Options is still available for patients who are not eligible for health insurance but don't meet the NYC Care residency criteria

Eligibility for NYC Care

- ❑ New York City resident who currently lives in the five boroughs for six or more months
- ❑ Starting August 1, NYC Care will only be available for patients who live in the Bronx or receive care at H+H locations in the Bronx.
- ❑ Person must have gone through screening for insurance coverage and resulted in either ineligible for insurance OR unable to pay for insurance.
- ❑ Patient is not eligible for or can't afford insurance coverage
 - ✓ OR patient is only eligible for limited Medicaid coverage (e.g. “emergency services only”) for a non-emergent visit
 - ✓ OR patient is approved for a hardship waiver

NYC Care Enrollment Process

- ❑ Fast track enrollment for existing Options patients who have been screened within the last 6 months
 - ✓ Financial counselors can enroll patients in NYC Care upon confirmation of NYC residency and assignment of primary care provider (PCP)
- ❑ Other new or existing patients can enroll by meeting with a NYC H+H Financial Counselor, on site Metroplus representative, or approved community-based organization (CBO)
 - ✓ Will first be screened for insurance eligibility
 - ✓ If unable to afford or ineligible for health insurance and meet residency requirements can enroll in NYC Care
- ❑ The NYC Care Contact Center will discuss with callers whether they have existing primary care relationships with community providers

Outreach Overview

Leverage

The investment in the City's GetCovered NYC initiative

Undertake

A paid media campaign

Conduct

Targeted outreach in partnership with CBOs

Identify

How to build referral pathways with local insurance navigators

Paid Media Campaign

- ❑ Campaign will run August – October 2019 in the Bronx
- ❑ CBOs helped hone message
- ❑ Campaign focused in bodegas, churches, barbershops

Outreach CBOs

□ Background

- RFP released by the Mayor's Fund on 5/3
- CBOs were selected based on demonstrated ability to reach target populations. (Awardees to be announced 8/1)
- Outreach will be led by MOIA
- New CBOs will be selected for each borough

□ Purpose

- The trusted CBOs will identify, recruit, and refer uninsured New Yorkers for screening and enrollment in NYC Care through outreach efforts in their communities.

Targeted Outreach

- ❑ Series of CBO meetings
- ❑ Webinars with existing partners, such as OneCity Health Bronx partners
- ❑ Elected officials and City agencies
- ❑ Other ideas?

How Can We Partner?

What kind of information do you need from us to share with your constituents?

How can NYC Care leverage your existing work flows and communications with New Yorkers to get as many eligible people enrolled as possible?

Next Steps

- ❑ H+H will release more NYC Care materials during the summer, which CBOs can use.
- ❑ Visit the website www.nyccare.nyc
- ❑ NYers can call 311 and say “NYC Care”
- ❑ Call center opens on August 1
- ❑ If interested in a briefing to your membership please let us know

Questions



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