



**BCBSMA FOUNDATION 2008 AWARDS**  
*Connecting Consumers with Care – Grant Summaries*

The *Connecting Consumers with Care* program supports Massachusetts community-based organizations, community health centers and select hospital-based programs to help low-income consumers enroll in MassHealth, Commonwealth Care, the Health Safety Net, and other public and private health access programs; navigate the health care system; and connect with providers. The grantees represent strong models for comprehensive outreach, enrollment, post-enrollment assistance, and case management services. This year the grants total \$485,000 and range from \$20,000 to \$25,000.

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**African Community Health Initiatives**

Collaborators: Whittier Street Health Center, Cambridge Health Alliance, Brockton Neighborhood Health Center, Boston Medical Center, Massachusetts General Hospital – Chelsea, Dotwell, Neighborhood Health Plan, Catholic Charities, Irish Immigration Center, Global Africa Independent Network, and the United National Association of Greater Boston

*Greater Boston Area, Framingham, Brockton, Lynn, Worcester, Cambridge, Somerville, Waltham, Lowell, Malden*

\$25,000

Renewed funding supports the *Early Intervention/Community Referral Program* that provides triage services to African immigrants and refugees, increasing awareness of health insurance coverage programs, and referring clients to providers. Clients are screened for programs including MassHealth and Commonwealth Care, and often times accompanied when accessing the services they need.

**Berkshire Health Systems**

Collaborators: Berkshire Community Health Network and Community Partners

*Central and Southern Berkshire County*

\$20,000

Renewed funding supports a Healthcare Specialist in the *Advocacy for Access* program. The Specialist will provide services in the inpatient Substance Abuse and Inpatient Psychiatric units of Berkshire Medical Center, as well as enrollment and follow-up to the Berkshire County House of Corrections and the Community Corrections Department. Rural uninsured working adults and individuals with special needs, such as disabilities, behavioral health issues, or correctional status, will be assisted, along with the Spanish-speaking population.

**Boston Public Health Commission**

Collaborators: Nuestra Comunidad Development Corporation, the Health Connection (the Public Health Van), Viet-Aid, and the Insurance Partnership

*Dorchester, Roxbury, Hyde Park, Allston-Brighton, and East Boston*

\$25,000

Renewed funding supports the *Health Care Access Project*, which serves Vietnamese, Black, and Latino low-income and immigrant populations. Outreach will be conducted in auto body shops, nail salons, and Earned Income Tax Credit tax preparation sites. In addition to assisting clients with navigating the health care system

and obtaining a primary care provider, the program will assist the population with establishing a medical home and will work to address larger public health issues such as reducing pollution and chemical exposure for immigrant workers.

**Brockton Neighborhood Health Center**

Collaborators: Local churches, community-based organizations in Greater Brockton, the Plymouth House of Corrections, Brockton District Court

*Greater Brockton*

\$25,000

Renewed funding supports the continuation of a train-the-trainer model whereby community leaders receive information about applying for and maintaining health care coverage. Information is also incorporated on prevention and wellness, and continuity of care and coverage for newly insured individuals.

**Cambodian Mutual Assistance of Greater Lowell**

Collaborators: Local Khmer-language cable television shows, Saints Memorial Medical Center, Lowell Adult Education, Casey Family Services and the Lowell Housing Authority

*Lowell, Dracut, Chelmsford, Tyngsboro, Billerica, and Tewksbury*

\$20,000

Renewed funding supports outreach and community education to inform clients of health care reform and available public health coverage programs, as well as application assistance. Members will be reached through various communication channels, including Khmer radio, public-access cable television, and community forums. Additionally, the organization will conduct focus groups to assess community awareness of the health care reform law and to understand why some individuals have not yet applied for coverage.

**Child Care Resource Center**

Collaborators: The Community Learning Center, Cambridge Healthy Children’s Task Force, local Community Partnerships for Children, WIC, Early Intervention, Cambridge Connections, the Insurance Partnership, Cambridge Health Alliance, Network Health and Neighborhood Health Plan

*Arlington, Belmont, Cambridge, Chelsea, Everett, Newton, Revere, Somerville, and Watertown*

\$20,000

Renewed funding supports a Health Access Specialist who assists families and individuals with young children seek referrals to child care providers. The organization screens all clients on their health coverage status, and refers individuals needing assistance. The agency will also author and adapt a broader inventory of health coverage materials for their clients.

**Community Action Committee of Cape Cod & Islands, Inc.**

Collaborators: Nantucket Health and Community Services, Visiting Nurse Association of Cape Cod, Falmouth Service Center, and 50 public schools

*Cape Cod, Martha’s Vineyard, Nantucket, and the South Shore from Bourne to Plymouth*

\$25,000

Renewed funding supports a Health Outreach Educator, who will provide outreach and enrollment in the VNA Mobile Health Van of the *HOPE Project*. Outreach and marketing activities will target Brazilian and Hispanic communities, as well as Asian, Native American, and seasonal and immigrant workers from Jamaica, Pakistan, Russia, and Bulgaria. The project seeks to reach young-adult males, small business owners, and recently unemployed workers.

**Community Action of the Franklin, Hampshire, and North Quabbin Regions**

Collaborators: First Call for Help, Athol Memorial Hospital, North Quabbin Community Coalition's Comprehensive Access Network (CAN), and the Community Coalition for Teens

*Orange, Erving, New Salem, Warwick, Wendell, Athol, Petersham, Phillipston, and Royalston*  
\$20,000

Renewed funding will support the *Healthy Connections* program which has merged with Community Action's *First Call for Help* program, in response to the challenging economic climate. *Healthy Connections* works to meet the health care needs of residents in the North Quabbin region and reaches low- and moderate-income residents with health care information, assistance with health coverage issues or applications, and enrolls residents into public health insurance programs.

**Community Health Connections, Inc.**

Collaborators: The Spanish American Center, Health Alliance Hospital, the Gateway Health Access Program, the Montachusett Addition Council, Gardner Visiting Nursing Association's Community Services Center, the Montachusett Opportunity Council, Inc., Cleghorn Neighborhood Center, and LUK, Inc.

*Fitchburg, Leominster, and the surrounding rural communities in North Central Massachusetts*  
\$20,000

Renewed funding supports a bilingual/bicultural Outreach and Enrollment Coordinator, who will provide outreach, enrollment assistance, and ongoing case management to individuals and families with barriers to care and at risk of losing their health insurance. Outreach will be conducted in restaurants, businesses, public schools, and child care programs. Additionally, communication and collaboration with health care providers, area social service agencies, and state agencies will be maintained to reduce barriers for newly enrolled applicants, generate referrals, and follow-up.

**County of Dukes County**

Collaborators: Martha's Vineyard Hospital, Martha's Vineyard Community Services, Family Planning of Martha's Vineyard, physicians' offices, school nurses, local tax preparers, Dukes County House of Corrections, adult ESL classes, and church groups

*Dukes County*  
\$20,000

Funding supports a Health Access Specialist and a bilingual Community Health Outreach Educator in the *Vineyard Health Care Access Program*, who will provide enrollment services to the Island's low- and moderate-income residents, and work to minimize gaps in care as they impact the cycle of coverage among residents. Staff will educate clients on how to establish a primary medical home and appropriate use of the emergency room for points of care. A comprehensive outreach campaign in collaboration with local tax preparers will also take place during the 2009 tax season to reach the uninsured population.

**Duffy Health Center**

*Barnstable County, including the towns of Barnstable and Yarmouth*  
\$20,000

Renewed funding supports the health center's Benefit Coordinator, who serves individuals experiencing homelessness or at risk of homelessness and enrolls them into state programs, including MassHealth. Clients also receive referral coordination, which often leads them to housing, detox, counseling, and other services. Clients are ensured continued access to care through preventive services and assistance with follow-up issues.

**Ecu-Health Care**

Collaborators: North Adams Regional Hospital, Department of Transitional Assistance, Department of Training and Employment, and the Springfield MassHealth Enrollment Center

*Adams, North Adams, Cheshire, Savoy, Florida, Clarksburg, New Ashford, and Williamstown*  
\$25,000

Funding supports the maintenance of comprehensive public health insurance outreach and enrollment with one-on-one assistance and follow-up, as well as the institution of a broadcast and print media outreach campaign to inform the public of available health coverage programs. The organization will provide individualized enrollment assistance, and help residents in navigating the health care system including finding a primary care physician. Finally, Ecu-Health Care will assist with follow-up and evaluation of the steps involved in the enrollment process. Funding will allow for the organization to continue its widespread media campaign, of which it already has an extensive list of sources, to post various advertisements about the health care reform law, and publicize services offered by the organization.

**Joint Committee for Children's Health Care in Everett**

Collaborators: City of Everett, Cambridge Health Alliance, Everett Public Schools, Everett Chamber of Commerce, WIC, and the Everett Library

*Everett, Chelsea, Revere, Malden, and Somerville*  
\$25,000

Renewed funding supports outreach to the Latino population, as well as expanding the organization's efforts to the African-American population. The Joint Committee will collaborate with 30 organizational partners to conduct a series of educational forums for parents, implement a culturally competent media campaign, and provide individualized assistance to families at their offices and in the community, such as in churches. The program will also mobilize six bilingual Volunteer Health Advisors, thus enhancing their reach linguistically and culturally.

**Manet Community Health Center**

Collaborators: South Shore YMCA Germantown Neighborhood Center, Quincy Farmers Market, Quincy Ward 5 Neighborhood Center, City of Weymouth, Quincy Asian Resources, Inc., Tufts Medical Center, Kam Man Marketplace, Hull Family Network, Wellspring, Inc., Quincy Community Action Programs, Inc., Quincy Medical Center, Quincy Career Center, Plymouth Career Center, Blue Hills Family Network, Hull Board of Health, South Bay Mental Health, Weymouth Food pantry, Weymouth Board of Health, Randolph WIC Program, and Weymouth Youth and Family Center

*Quincy, Weymouth, Hull, Braintree, Milton, Randolph, Rockland, Holbrook, Abington, Scituate, and Cohasset*  
\$20,000

Renewed funding supports the *Community Outreach Program*, which provides services to diverse populations including Asian, Arabic, and Brazilian communities. Services are provided in ways that ensure linguistic and cultural competence. The program seeks to raise awareness and offer education in preventive and primary care, navigating the complex health care system, as well as offering information about the new standards of Minimum Creditable Coverage. The program participates in numerous South Shore events and collaborates with many social service providers in the region.

**Massachusetts Alliance of Portuguese Speakers**

Collaborators: Upham's Corner Health Center, St. Elizabeth's Hospital, and Cambridge Health Alliance

*Greater Boston, Lowell and Framingham*  
\$20,000

Renewed funding supports efforts connecting the Brazilian and Cape Verdean communities to health care services through the provision of culturally and linguistically appropriate assistance. Immigrant case workers

will provide outreach, community education, referrals to health care services, eligibility assistance, and system navigation.

**The Mercy Hospital, Inc.**

Collaborators: Mental Health Associates, Friends of the Homeless, and Vietnamese American Civic Association

*Hampden, Hampshire, and Franklin Counties*

\$20,000

Renewed funding supports services to provide at least 200 uninsured homeless and Vietnamese individuals with health insurance coverage and post-enrollment services. Additionally, the program seeks to address and eliminate barriers within the health care system that hinder an individual's ability to easily access care. The staff person whom this funding supports will advocate for systemic change, as well as collaborate with many community organizations.

**Metrowest Legal Services**

Collaborators: Department of Transitional Assistance, the Latino Health Care Initiative of Boston University, and Health Care For All

*Acton, Ashland, Bedford, Bellingham, Carlisle, Concord, Dedham, Dover, Foxborough, Framingham, Franklin, Holliston, Hopkinton, Hudson, Lexington, Lincoln, Marlborough, Maynard, Medfield, Medway, Millis, Natick, Needham, Norfolk, Norwood, Plainville, Sharon, Sherborn, Stow, Sudbury, Walpole, Wayland, Wellesley, Weston, Westwood, and Wrentham*

\$25,000

Renewed funding supports a Project Paralegal who works with clients from the application through appeal processes. The Paralegal works in close collaboration with a Translator Advocate to provide services for the Brazilian population in the Metrowest region. Additionally, the Paralegal will work with clients on medical debt issues, assisting clients to work with hospital billing services to establish debt reduction payments or discount bills. The Paralegal will attend at least six outreach activities throughout the year, along with establishing a presence at the local Department of Transitional Assistance office to expand the reach of the agency.

**Outer Cape Health Services, Inc.**

*Provincetown, Truro, Wellfleet, Eastham, Orleans, Brewster, Harwich, and Chatham*

\$25,000

Renewed funding supports *Healthy Connections*, the only enrollment agency for individuals and families on the Lower and Outer regions of Cape Cod. The program seeks to target the remaining 7.8% uninsured population in the Barnstable County region, and provide them with health insurance eligibility determinations, enrollment assistance, help finding primary care and dental providers, referrals to social service agencies, and prevention education. The program seeks to assist individuals signing up for coverage amidst the increasingly acute shortage of primary care providers on the Cape. Many clients are seasonal workers, and so encounter the added complexities of demonstrating eligibility with fluctuating income criteria.

**People Acting in Community Endeavors, Inc.**

*New Bedford, Acushnet, Dartmouth, Fairhaven, Rochester, Mattapoisett and Marion*

\$20,000

Renewed funding supports continued outreach and enrollment assistance services, and the documentation of health plan selection processes of clients, ensuring that connections were made between clients and physicians. Many in the target population are non-elderly adults who are long-term uninsured, linguistic minorities, and

undocumented workers in the Greater New Bedford area. Outreach efforts will be made via media channels, personal contact, and in collaboration with other agencies and small businesses.

**Stanley Street Treatment & Resources, Inc.**

Collaborators: CHNA-25, Bristol Community College, area shelters, correctional facilities, detoxification units, Second District Court of Fall River, and the HealthFirst Family HealthCare Center

*Greater Fall River, including the surrounding towns of Somerset, Swansea, Westport, Assonet and Freetown*  
\$25,000

Renewed funding for the *Health Access Program* provides outreach, eligibility determinations, and navigation assistance to individuals in Fall River and surrounding communities, and establishes partnerships with local agencies to problem-solve issues that arise for clients. A significant portion of the population is Portuguese-speaking, with the Brazilian and Hispanic populations needing substantial assistance with obtaining access to health care. In particular, the recently unemployed will be targeted, as well as a referral partnership established with probation officers from the second district court as a new venture. Through these referrals, the agency anticipates a decrease in dependence on the Health Safety Net, and therefore decreased costs on the system.

**Steppingstone, Inc.**

Collaborators: CHNA and the Regional Center for Healthy Communities

*Greater Fall River*  
\$20,000

Renewed funding supports *Project ACTION*, which assists low- and moderate-income clients to obtain health insurance and access primary care services, and receives referrals from one of ten Steppingstone programs, which serve up to 150 substance abuse individuals. The program is based around raising consciousness in the substance abuse treatment community of health coverage issues; ongoing staff education; case management coordination; and the work of culturally competent staff. *Project ACTION* will utilize four education groups to educate and raise awareness among clients on issues of obtaining, maintaining, and understanding how to utilize services.

**Tapestry Health**

Collaborators: Health Access Network, Massachusetts Department of Public Health's Women's Health Network, and CHNA

*Franklin, Hampshire, Berkshire and Hampden Counties and the North Quabbin area of Worcester County*  
\$20,000

Renewed funding supports the implementation of various strategies to assist and enroll eligible and uninsured western Massachusetts residents into health coverage programs, including MassHealth, Commonwealth Care, the Women's Health Network, and Commonwealth Choice. Many clients are disproportionately affected by poverty, homelessness, and addiction. Through ten clinical sites, the program will utilize bilingual social marketing strategies, conduct outreach, and disseminate information.