

Medicaid Expansion Toolkit

A System of Care for the Uninsured in NC



North Carolina Association
of Free & Charitable Clinics
Medical | Pharmacy | Dental | Social Services

10735 David Taylor Drive, Suite 140 | Charlotte, NC 28262 | 336.251.1111 | ncafcc.org

Version 12.23

TABLE OF CONTENTS

Our System of Health	3
Talking Points for Legislators, Funders and Officials	4
NC Medicaid Expansion Facts and Details.....	5-6
Advanced Medicaid Beneficiary Notice	7
Outreach, Marketing and PR.....	8-9

APPENDICES

- Patient Recruitment Flyers (ENGLISH and SPANISH versions for each 250% FPL and 300% FPL, plus *example* file)
- Clinic Supporter Flyer
- NC Medicaid Day One Flyer (ENGLISH)
- NC Medicaid Day One Flyer (SPANISH)
- NC Med Help Flyer (ENGLISH)
- NC Med Help Flyer (SPANISH)
- NC DSS Directory

North Carolina's System of Health Care for the Uninsured and Underinsured

After Medicaid Expansion, there will still be 700,000 remaining individuals uninsured in North Carolina. North Carolina's free and charitable clinics are needed now more than ever in North Carolina's safety net, as are the thousands of thriving free and charitable clinics located in post-expansion states.

- The North Carolina Association of Free and Charitable Clinics (NCAFCC) is the **only** health-care system in North Carolina **focused entirely** on providing high quality medical, dental, behavioral health and pharmacy services to people who are **uninsured and underinsured**.

Effective July 1, 2024, according to NCAFCC's Full Membership Standards, underinsured is defined as "individuals with insurance coverage that includes high deductibles, high out of pocket expense, catastrophic coverage only, or hospital in-patient coverage only, Medicaid Family Planning only or fall into the Medicare Pharmacy D gap." Underinsured is further defined as "the patient's out-of-pocket healthcare costs in the last year, not counting premiums, represents 10% or more of their household income. The threshold drops to 5% if patient is living under 200% of the federal poverty level."

- Free and charitable clinic patients can be seen at any member clinic throughout our **statewide network** of care.
- NCAFCC member clinics provided a **\$347,300,000** worth of health-care services and prescription medications on a collective budget of **\$54 million** in 2022.
- NCAFCC member clinics provided an estimated **\$358,400,000** in hospital emergency department diversion savings in 2022.
- Free and charitable clinics rely upon private donors and funders who believe in our mission to serve the uninsured and generally do not receive federal funding or reimbursement from private insurers or government programs like Medicaid or Medicare.

General Free and Charitable Clinic Messages

- Free and charitable clinics are the only safety-net providers primarily focused on providing health care to uninsured North Carolinians and fulfilling the mission of expanding access to quality care for every individual regardless of their ability to pay.
- Strong free and charitable clinics benefit all of us by improving overall health, keeping workers healthy, and giving the uninsured a better, less expensive alternative to going to the hospital emergency room, incurring bills they can't pay and raising health care costs for everyone.
- Many of our patients are North Carolina's essential workers who have no private health insurance, earn too much to qualify for Medicaid but can't afford basic care, and suffer disproportionately from chronic diseases such as diabetes and hypertension and other health issues.
- Free and charitable clinics are the lowest-cost solution to expanding access to health care for the uninsured, providing 200,000 patient visits and nearly \$350 million in health care services in 2022 on a budget of \$54 million while also providing \$189 million in prescription medications.
- We are unique among safety-net providers because we rely on private donors and funders who believe in our mission of serving the uninsured and receive neither reimbursement from private insurers or government programs like Medicaid or federal funding for the care we provide.
- Our members provide health care that is key to improving health outcomes and quality of life by diagnosing health issues before they become more serious, helping patients manage chronic illnesses and providing ongoing preventative care and wellness programs.

Medicaid-Specific Key Messages

- Medicaid expansion is great news for health care in North Carolina, but it's important to remember that an estimated 700,000 adults in our state will remain uninsured and in need of the kind of medical home and quality care that our free and charitable clinics provide.
- Free and charitable clinics in states that expanded Medicaid earlier have seen the number of uninsured continue to increase, and we expect the same because so many people exceed the new Medicaid limit of 138% of federal poverty level income but still can't afford health care.
- We are grateful to the Legislature for recognizing the unique role of free and charitable clinics in serving the uninsured, and the ongoing need for clinics as a critical complement to Medicaid expansion as we work together to bring health care to our state's most vulnerable residents.
- Many of our neighboring states, including some that enacted Medicaid expansion previously, have acknowledged the clear public benefits of a strong system of free and charitable clinics by providing regular recurring state funding to support this vital component of the safety net in their own states.

NC MEDICAID EXPANSION FACTS AND DETAILS THAT MAY AFFECT NCAFCC MEMBERS AND THEIR PATIENTS

This information has been compiled to assist NCAFCC members with factors and details regarding patients in NC Medicaid Expansion transition.

- Some NCAFCC members have expressed concern for their patients that will become Medicaid beneficiaries but will not have access to a Medicaid provider in a timely manner. Most members plan to continue to see these patients in this transition circumstance, but if a Free and Charitable Clinic (FCC) provider (physician/mid-level) who is not enrolled as a NC Medicaid provider orders, prescribes or makes a referral for items/services for a Medicaid beneficiary, the items/services will not be covered under NC Medicaid. For instance, if an FCC provider (not enrolled as a NC Medicaid provider) orders an X-ray to be performed at the local hospital, the hospital cannot receive reimbursement from NC Medicaid, or if an FCC provider writes a prescription to be filled by a local pharmacy, NC Medicaid will not cover it.
- Any FCC provider (staff/volunteer) that is currently enrolled as NC Medicaid provider, may order, prescribe, and make referrals for any FCC patient in Medicaid transition.

[Preferred Drug List | NC Medicaid \(ncdhhs.gov\)](#)

- FCC providers that are not currently enrolled as a NC Medicaid provider, may enroll into NC Medicaid for the sole purpose of ordering, prescribing, referring items/services for Medicaid beneficiaries, not billing. There is a “lite” enrollment option that allows providers to enroll as an ordering, prescribing and/or referring provider only. The enrollment process is federally regulated, and all requirements must be met. There is a \$100.00 enrollment fee.

[Requirements for Filling Prescriptions for Medicaid Beneficiaries: Reminder for the Expansion Population | NC Medicaid \(ncdhhs.gov\)](#) Nov. 30, 2023 NCDHHS NC Medicaid Bulletin

[Provider Enrollment - Provider Enrollment \(nc.gov\)](#) NC Tracks Provider Enrollment

Medicaid.ProviderOmbudsman@dhhs.nc.gov email address for enrollment questions

- If your organization elects to see Medicaid beneficiaries as a non-billing provider, to ensure regulatory compliance, any administrative fees, sliding fee schedules or request for voluntary donations should be regarded the same for Medicaid beneficiaries as they are for uninsured patients. Any cost to a Medicaid beneficiary should not exceed any cost to an uninsured patient.

See accompanying example for “Advanced Medicaid Beneficiary Notice” form being utilized by a NCAFCC member and the NC Medicaid link below related to this circumstance.

[Provider Requirements related to Billing Medicaid Beneficiaries | NC Medicaid \(ncdhhs.gov\)](#)

NC MEDICAID EXPANSION FACTS AND DETAILS THAT MAY AFFECT NCAFCC MEMBERS AND THEIR PATIENTS

- An FCC provider (Medicaid or Non-Medicaid enrolled provider) is not required to make a referral for specialty care, i.e., Cardiologist, Endocrinologist, etc. The Medicaid beneficiary can self-refer for specialty care. But it may be the policy of some specialty providers to receive a referral before they see a patient.

[Specialty Care Referrals in NC Medicaid Reminder: NC Medicaid does not require referrals for specialty care. | NC Medicaid \(ncdhhs.gov\)](#)

- Questions and Answers about Medicaid Expansion (for Medicaid beneficiaries); includes general questions, coverage and cost, and expansion benefit.

[Questions and Answers about Medicaid Expansion | NC Medicaid \(ncdhhs.gov\)](#)

QUICK REFERENCE

Services	Copay
Chiropractic visits, doctor visits, non-emergency and ED visits, optometrist and optical visits, podiatrist visits.....	\$ 4 per visit
Generic and brand prescription drugs	\$ 4 per prescription
Dental services	\$ 4 per visit

NC MEDICAID EXPANSION FACTS AND DETAILS THAT MAY AFFECT NCAFCC MEMBERS AND THEIR PATIENTS



ADVANCED MEDICAID BENEFICIARY NOTICE

The Community Care Clinic of Dare (CCCD) is **not** a Medicaid provider. We do **not** bill for any services, supplies, or medications.

This is to inform you, that **as a Medicaid beneficiary** any administrative fees for primary care, sliding fee scale for dental care or voluntary donations for medication cost, will be regarded the same as if you were an uninsured patient.

It is our aim to prevent any lapse in your care, therefore, you may continue to receive high quality care from CCCD until you establish care with a Medicaid provider in the area. We are glad to help you with this transition. Please let us know when you have a Medicaid provider, and we will work with you to transfer your medical records.

Please sign below confirming that you understand this Advanced Medicaid Beneficiary Notice.

Print Name: _____ **DOB:** _____

Signature: _____ **Date:** _____

425 Health Center Dr. | P.O. Box 1329, Nags Head, NC 27959
(252) 261-3041 | www.dareclinic.org

OUTREACH, MARKETING AND PUBLIC RELATIONS

Community Outreach

Distribute Patient Recruitment Flyers in the following places: schools (school nurses), community centers, health departments, churches and local church councils, hospital discharge planners, EDs, hospital caseworkers, clothing closets, food pantries and food banks, homeless shelters, places where utilities are paid, local community safety-net partners (Rural Health Centers and FQHCs), DSS, NC Legal Aid, Civic Organizations such as Rotary, Lions Club, Women's Club as well as Walmart, Dollar General and grocery stores.

Empowering Board & Staff

- Establish Talking Points for your organization to be used regularly with patients, community members and supporters.
- Empower your board and staff with Talking Points.
- Task board and staff with delivering Patient Recruitment Flyers to members of the community with whom they have an established relationship.
- Remind staff of the persistent need to serve those who are uninsured and underinsured in their community. There continues to be a place for their good work!
- Increase positive reinforcement of staff and volunteers - provide encouragement, treats and words of gratitude more often than normal.

Social Media

- Regular social media posts related to your organization's response, needs, talking points and support resources related to Medicaid Expansion to include (English/Spanish, as applicable):
 - Facebook
 - LinkedIn
 - Twitter
 - Instagram
 - Threads
- Ask followers questions within your posts to support engagement and learning with your organization.
- Tag NCAFCC in your posts.
- Share NCAFCC social media posts.
- Regularly reinforce support for expansion, while we also want to ensure those who are uninsured have health care.

OUTREACH, MARKETING AND PUBLIC RELATIONS

Empowering Patients

- Develop your organization's talking points for patients and share with staff to encourage consistent communication with patients throughout expansion. Also encourage word-of-mouth referrals from patients.
- Remind patients who are new enrollees into Medicaid that additional resources will now be available to them.
 - Give them the NC Medicaid flyers.
 - Utilize Care Message for regular communication with patients during Medicaid Expansion for reassurance and support.
 - Remind them that if they lose Medicaid, they may be eligible to come back to your organization.
 - Have FPL Chart available.
 - Encourage word-of-mouth referrals.

Public Relations

- Utilize NCAFCC Public Relations support from Coburn Communications for raising awareness of your organization and its work in the community:
 - Contact: David Coburn at david@coburncomm.com or 704-408-4276
- Write opinion pieces for local publications
- Consider local advertising, as well as advertising in Spanish-speaking publications